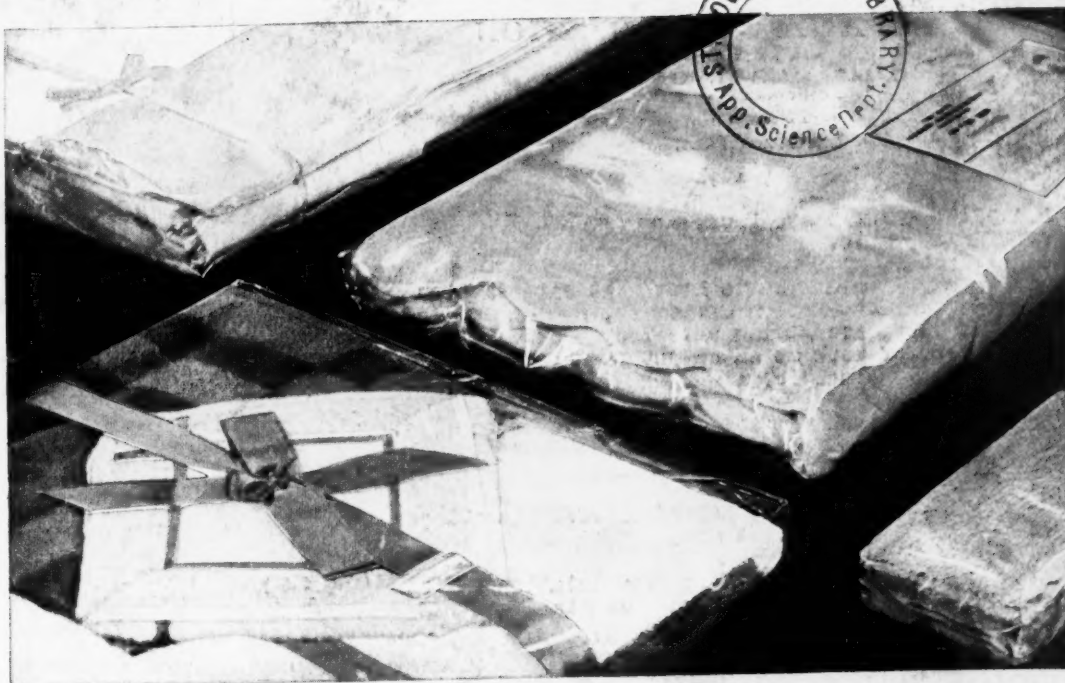


Reference Dept.
7th 2003

MODERN PACKAGING



JULY, 1931

"The Constant Motion Cartoner
is all ym Claim
for it and a
lot more"

CAMPANA CORPORATION

MANUFACTURERS OF
CAMPANA'S ITALIAN BALM
THE ORIGINAL SKIN SOFTENER

CAMPANA BUILDING
BATAVIA, ILLINOIS

May 14, 1931.

R.A. Jones & Company, Inc.,
Cincinnati, Ohio.
Gentlemen:

We want you to know what satisfaction our two Constant Motion Cartoners, packaging ITALIAN BALM, are giving us. They are doing the best class of work at an output rate heretofore considered impossible.

They have packaged millions of bottles. Without them we could not have met the constantly increasing demand for ITALIAN BALM.

The CONSTANT MOTION CARTONER is all you claim for it - and a lot more.

This is written in appreciation of the results we have had from both installations.

Very truly yours,

CAMPANA CORPORATION

[Signature]
Secretary-Treasurer



Whatever the nature of your package, the Constant Motion Cartoner will turn it out more rapidly and more nearly perfect than any other cartoning machine. There is a Constant Motion Cartoner in use near you. May we arrange to show you this machine at work under operating conditions?

R. A. JONES & COMPANY, INC.

P. O. BOX 485
CINCINNATI, OHIO



Civilization Follows this Flag

Before man can push back the frontiers of progress and expand his territories, he must insure a safe, protected food supply.

Today he is carrying civilization to the uttermost corners of the earth because good food can follow him there! He can depend on a variety of safe foods protected against loss and spoilage, through modern packaging.



PROTECTIVE PAPERS

... are endorsed by all departments of the food industry because of the conspicuous part they are playing in this important service. All foods, dry or fresh, moist or wet;—all are analyzed and studied to determine the exact wrapper their chemical and shipping conditions call for. Our Laboratory and experts are at your disposal with advice on your specific wrapping problem.

KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO - - - MICHIGAN

MODERN PACKAGING

July, 1931

VOL. 4—NO. 11

For the Service of Those Industries
Where Packaging Is a Factor.

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The Wildroot Company of Buffalo, N. Y., manufacturer of toilet preparations, package fifteen products in eighteen sizes, six shapes and four types of packages for four markets. To this company, truly, variety is the "spice" of packaging, as exemplified in the article by John Winters Fleming on page 49 of this issue.

Uniformity in package design for products from one house—in other words, family resemblance—acquires a significant importance after a reading of the article on page 36 which outlines the benefits that resulted to R. H. Macy & Company after the accomplishment of this packaging practice.

In the August issue will be presented a symposium pointing out the trends in color and designs of fancy and decorative papers. This follows the practice, established by MODERN PACKAGING, to offer each year at this time, a basis for the selection of packaging coverings during the next twelve months.

Through the courtesy of the du Pont Cellophane Company, we are able to show, on the front cover of this issue, one example of how products effectively present their appeal when smartly packaged.

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor. LAWRENCE LEY—Advertising Manager. ANN DI PACE—Assistant Editor. EARL I. CARMODY—Western Manager. E. R. GORDON—Production Manager. HERBERT KAUFMAN—Sales Promotion. EDWIN L. LEY—Art Director. PERRY H. BACKSTROM—Eastern Manager.

CONSULTING EDITORIAL BOARD—Arthur S. Allen, Frank C. Chase, Richard B. Franken, C. H. Gullion, J. D. Malcolmsen, William A. Smith, Frederick L. Wertz.

Breskin & Charlton Publishing Corporation, 11 Park Place, New York, N. Y. Telephone Barclay 7-0882-0883. Western Office, 307 N. Michigan Ave., Chicago, Ill. Telephone Dearborn 7361. Australian Agents: Technical Journals Ptg. Ltd., 422 Collins St., Melbourne. Subscription \$3.00 per year. Canadian \$3.50. Foreign \$4.00. Single copy 35 cents. Published on the fifteenth of each month. Also publishers of Packaging Catalog.



EVERY product wrapped in SYLPHRAP, the silvery transparent cellulose, is a self salesman that sells right from the shelf. No ballyhoo is necessary, no high pressure. Just wrap your product in SYLPHRAP. It tells its own story—product protected, clean, fresh, and inviting. It's a sales story that never fails. Specify SYLPHRAP and see it sell.

SYLVANIA INDUSTRIAL CORPORATION

122 E. 42nd ST., NEW YORK CITY
WORKS, FREDERICKSBURG, VA.

JULY, 1931



Each of these products represents a new package design to which Redington Engineers have contributed materially. Space does not permit detailed description of these improvements but this information will be gladly supplied to anyone asking for it.

Improved Packaging An "Open Door" to Better Business

*"If It's Packaging,
Try Redington First"*



F. B. REDINGTON CO., Est. 1897

110-112 So. Sangamon St.
CHICAGO, ILL.

Markets regained—sales increased even in these times. Truly thrilling has been the recent history of many progressive manufacturers of packaged products who have taken advantage of present conditions to improve their packages and packaging methods.

In some cases the package has been improved in appearance, dressed up, the design modernized, Cellophane wrapped, or a new seal developed. In other instances, better protection for the product to keep moisture content, flavor and odor just right. Sometimes it's been customer convenience or the methods of producing the package which have been improved—higher speeds, greater reliability, hand labor eliminated, greater output from a given amount of floor space.

Redington Engineers have been privileged to supply suggestions and equipment for carrying out many outstanding package design changes.

Perhaps, you, too, can use this "open door" to better business. Redington Engineers may have some valuable suggestions to offer. Send us a sample of your product and give us an idea of what changes you have in mind.

REDINGTON

PACKAGING MACHINES

Economical for Cartoning — Packaging — Labeling — Wrapping

*3 Wise
Whys*



TRIANGLE INK & COLOR COMPANY^{INC}

26 FRONT STREET

BROOKLYN, N.Y.

THERE are 3 good reasons why packagers specify Triangle Inks. First and probably the most important—they are especially prepared for package work. A staff of laboratory experts are constantly experimenting on inks and their relationship to packaging papers and surfaces. The importance of the proper ink is well known to these men and no ink is prepared without the proper scientific analysis.

THEN there are the reproductive qualities of Triangle Inks. Naturally, with experts examining and experimenting with inks, the result will be perfect reproduction. A package printed with Triangle Inks matches in vividness and exactness of color, the artist's conception. No small wonder that manufacturers and package designers agree on the virtues of Triangle Ink.

THE other reason why is a group of three men. They may be called three more reasons "why" for each is a specialist in the field of printing inks. No order is completed without the personal supervision of these three executives. Years of experience has equipped each with a thorough knowledge of your needs, problems, and how to solve them. They'll be glad to help you.

TRIANGLE INK & COLOR COMPANY, INC.

26 FRONT ST. BROOKLYN, N. Y.

231 CONGRESS ST., BOSTON, MASS.

13 SOUTH 3rd ST., ST. LOUIS, MO.



The Inks used on this insert are

GREEN G No. 3033-G

ORANGE OR No. 3034

WHITE W No. 3232-T

This is a sample of
Ridgelo
FOLDING BOX BOARD

MANUFACTURED BY
LOWE PAPER COMPANY
RIDGEFIELD, N. J.

How Pepsodent Antiseptic is making its mail-sampling *an amazing success*



A Million Bottles Cushioned in Kimpak

Pepsodent Antiseptic has jumped to national success almost overnight. Extensive mail-sampling has speeded this success. Here is Kimpak's part:

SAVES BREAKAGE

Kimpak provides a resilient "cushion" . . . maximum assurance against breakage in transit.

SUPER ABSORBENT

Far exceeds postal requirements. Absorbs 16 times its weight in moisture. We will gladly send you the results of tests made in co-operation with the Post Office Dept. at Washington.

SAVES POSTAGE

Kimpak is so light in weight that considerable postage savings are usually effected.

SAVES TIME

Pads of Kimpak are so convenient that packing labor and time are reduced.

ECONOMICAL

Surprisingly low in cost, because of its bulk and lightness. Kimpak is 100% pure and clean . . . as befits the packing of a pharmaceutical product. When the package is opened in a doctor's office, dentist's office or home, its neat appearance adds to the quality impression.

Kimpak will save money . . . and make money for you

IT is the new idea in protective packing materials! Doing away with sawdust, linters and low-grade packing materials—yet with surprising economies.

Many hundreds of products are now Kimpak-protected, in addition to liquids and fragile articles: cosmetics, vanities, wood and metal products with fine finishes that deserve Kimpak's super care in transit. Kimpak plays a part in the success of low cost merchandise, too. It comes in rolls, sheets or pads, in any thickness—plain or backed with various paper stocks. Use the coupon for free samples.

Kimpak

REG. U.S. PAT. OFF. & FOREIGN COUNTRIES

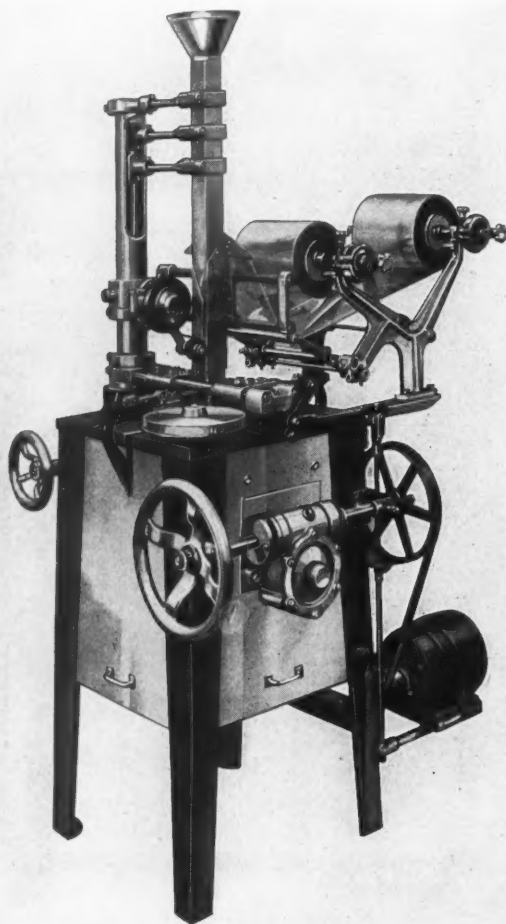
Crepe Wadding

MAIL COUPON (Attached to your letterhead) FOR FREE SAMPLES

Tell us what your products are. If possible, send samples. We will return them to you promptly, "Kimpakd", together with prices and full information.

Kimberly-Clark Corporation, Mfrs., Neenah, Wis. MP. /
Address nearest sales office at
8 S. Michigan Ave., Chicago 122 E. 42nd St., New York
Please send samples of Kimpak, prices and full information.
Our products are _____
☐ We are sending samples to be repacked and returned to us.
Firm Name _____
Address _____
City _____
Attention of _____

ANNOUNCING . . . AUTOMATIC PACKAGING in CELLOPHANE and Other Materials



FORMS, FILLS, SEALS, in One Continuous Operation

SHOWN for the first time at the Confectioners Convention at Chicago, June 1 to 5, this machine and the packages it produces were received with unusual interest.

It handles an average of more than 1750 packages per hour and on some products up to 40 per minute. Nuts, candy, coffee, cereal, dried fruits or vegetables—any free or semi-free flowing product can be packaged successfully and economically on this machine.

The product is fed through a hopper into the package that has been formed from the roll of wrapping material. The package can be formed in either a single or double wrap from any material including moisture-proof Cellophane.



Top and bottom of package are sealed with metal sealing strip which gives flat ends as illustrated.

We invite an opportunity to talk over your packaging problems with you. There is no obligation on your part.

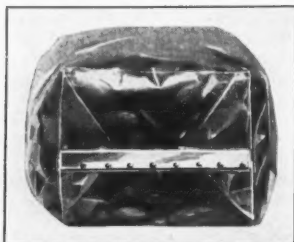
ONE GIRL CAN OPERATE A BATTERY OF AUTOMATS.

SYNCHRONIZES WITH AUTOMATIC WEIGHING.

PACKAGE LENGTH INSTANTLY ADJUSTABLE.

SMALL FLOOR SPACE REQUIRED—32" x 36".

LOW POWER COST—1/2 H. P. MOTOR.



Flat end fold with metal seal is exclusive Automat feature



AUTOMAT

AUTOMATIC PACKAGING EQUIPMENT

THE AUTOMAT MOLDING & FOLDING CO.

Toledo, Ohio

New York Office
43 Murray St.

Los Angeles Office
306 Calo Building

THE POSITIVE SEAL

for Moistureproof Cellophane



SCOTCH CELLULOSE TAPE

is made especially for sealing Cellophane wrapped packages. It offers a positive seal to packers of Cakes, Cookies, Doughnuts, Breads, Meats, Candies, Dried Fruits,

FIRST CLASS
PERMIT NO. 25
(Sec. 384½, PL&R.)
St. Paul, Minn.

BUSINESS REPLY CARD

NO POSTAGE STAMP NECESSARY IF MAILED IN U. S. A.

2c — POSTAGE WILL BE PAID BY — 2c

Minnesota Mining & Mfg. Co.

Forest and Fauquier Streets

ST. PAUL, MINNESOTA



for hard candies, nuts, and other free flowing merchandise, filling the bags and sealing with Scotch Cellulose Tape in one operation.

Available in
RED, GREEN, BLUE, BLACK
and TRANSPARENT—

all with a permanent high gloss, and in widths from one-fourth inch to two inches.

Send post-card for sample.

Write for samples and further information to

MINNESOTA MINING & MFG. CO.

Originators of WETORDRY Waterproof Sandpaper

SAINT PAUL, MINN.

WHAT THE NEW TUBES ARE DOING

PACKAGING TRENDS POINT TO SIMPLER DESIGN,
GOOD USE OF COLOR, AND DUREZ MOLDED CLOSURES

THESE DAYS, it's wise for any manufacturer to look over his packages. Sales may be up, distribution sound, the product all it should be. But with style so important, how much is an out-of-date container going to be responsible for later slack periods?

Keeping the package up to the product

People concerned about these things notice, first of all, that perfume and toiletry packages are changing. Gingerbread styles have lost whatever charm they had. Clean, simple lines, legible lettering, fresh colors . . . these are earmarks of the new packages. And in the majority of cases, caps are made of Durez!

Durez fits in admirably with the plans of package designers. This dust-like, powdery material (molded under tremendous pressure to the desired form) comes in a wide variety of colors to match the tube. Round, square, conical,

fluted, beveled . . . you can make them in any size or shape. Trade-marks and designs are clear and sharp. Lettering stands out in bold relief.

Prestige and profit

Good examples of the versatility of Durez are shown right in the illustration. The Gilbert tube, a recent prize-winner, is capped with a new rounded Durez closure. The Pinaud cap is triangular, setting the smart tube off to good advantage. The Joncolia cap has a conical top. The Squibb tube, one of the first to adopt Durez closures, shows the trade name in clean, firm letters. Each manufacturer has found Durez ideally suited to his needs!

And each manufacturer who uses Durez soon discovers what others have long since known; that Durez closures are strong, tough, light. They screw down tightly, but do not bind. They release instantly. Leakage is prevented.

Resistant to acids, moisture, perspiration, Durez closures are not affected, under normal conditions, by contents of the container. And they stay clean.

Write for full details

Let us tell you, now, why 95% of all molded closures in use today are made of Durez. And we'll be glad to show you how, in a few short years, the use of this perfect molding compound has extended to the manufacture of trays, boxes, containers, jars and all kinds and descriptions of packages. For information, as well as "Closure News," a brief

newsy bulletin of special interest, which will be sent to you free each month, write to General Plastics, Inc., 71 Walck Road, N. Tonawanda, N. Y. Also New York, Chicago, San Francisco, Los Angeles.



THE MAKERS OF DUREZ ARE ALSO THE MAKERS OF DUREZ INSULATING VARNISHES AND LABEL CEMENT







SHELLMAR
PRODUCTS COMPANY

CHICAGO, ILL. U.S. A.

MULTI
Color
PRINTING

Visible Printing on the Invisible Wrapper

Tests have proved that 85% of all sales are made through eye appeal—and eye appeal is emphasized by Color.

Shellmar Multicolor not only adds attention value to your Cellophane package, but vitalizes and distinguishes it. Multicolor also adds that atmosphere of Quality which increases buying desire and helps a product sell itself.

Let Multicolor by Shellmar help you increase your sales now.

Write to-day.

Shellmar Products Company, 3501
W. 48th Place, Chicago



Multi-Color CREATIONS for BETTER Packaging

Sample tipped on with Scotch Cellulose tape. Full information on request.





SHELLMAR
PRODUCTS COMPANY

CHICAGO, U. S. A.



Visible Printing on the Invisible Wrapper

Tests have proved that 85% of all sales are made through eye appeal —and eye appeal is emphasized by Color.

Shellmar Multicolor not only adds attention value to your Cellophane package, but vitalizes and distinguishes it. Multicolor also adds that atmosphere of Quality which increases buying desire and helps a product sell itself.

Let Multicolor by Shellmar help you increase your sales now.

Write to-day.

Shellmar Products Company, 3501
W. 48th Place, Chicago

Multi-Color CREATIONS for BETTER Packaging

Sample tipped on with Scotch Cellulose tape. Full information on request.

Add

HOLIDAY ATMOSPHERE

to your

EVERYDAY PACKAGE



The sample on the reverse side is one of our stock Holiday Bands.

Write to-day for samples of other Seasonal Bands and Allover designs.

SHELLMAR PRODUCTS COMPANY
3501 W. 48TH PLACE · CHICAGO

TWENTY MILLION BOTTLES ... and an old pitcher

The Curran Laboratories, Inc., manufacturers of Jo-cur' Wave Set, Jo-cur' Shampoo, Jo-cur' Hot Oil Treatment, and Jo-cur' Brilliantine, started business in 1925 . . . Their filling equipment, at that time, was a tall pitcher — and the filling was done by hand.

When their volume grew a little larger, they bought their first Pneumatic Machine. As their business continued to increase, they added more. Today, with a capacity of one hundred and forty-five bottles per minute, they produce twenty million annually on one product alone . . . And they have just ordered another Pneumatic Machine . . . which will bring their production up to two hundred and fifty filled and capped bottles per minute!

Here is a practical demonstration of the flexibility of the Pneumatic



System of packaging machinery, which enables a manufacturer to start with one machine and to add on correlated equipment as his needs increase. For both dry and liquid products, Pneumatic are the most widely-used packaging machines in the country . . . Send for the booklet, "An Interview," which gives the story of the experiences of America's most famous manufacturers with Pneumatic Machines.

Address: Pneumatic Scale Corporation, Ltd.
71 Newport Avenue, Norfolk Downs, Mass.



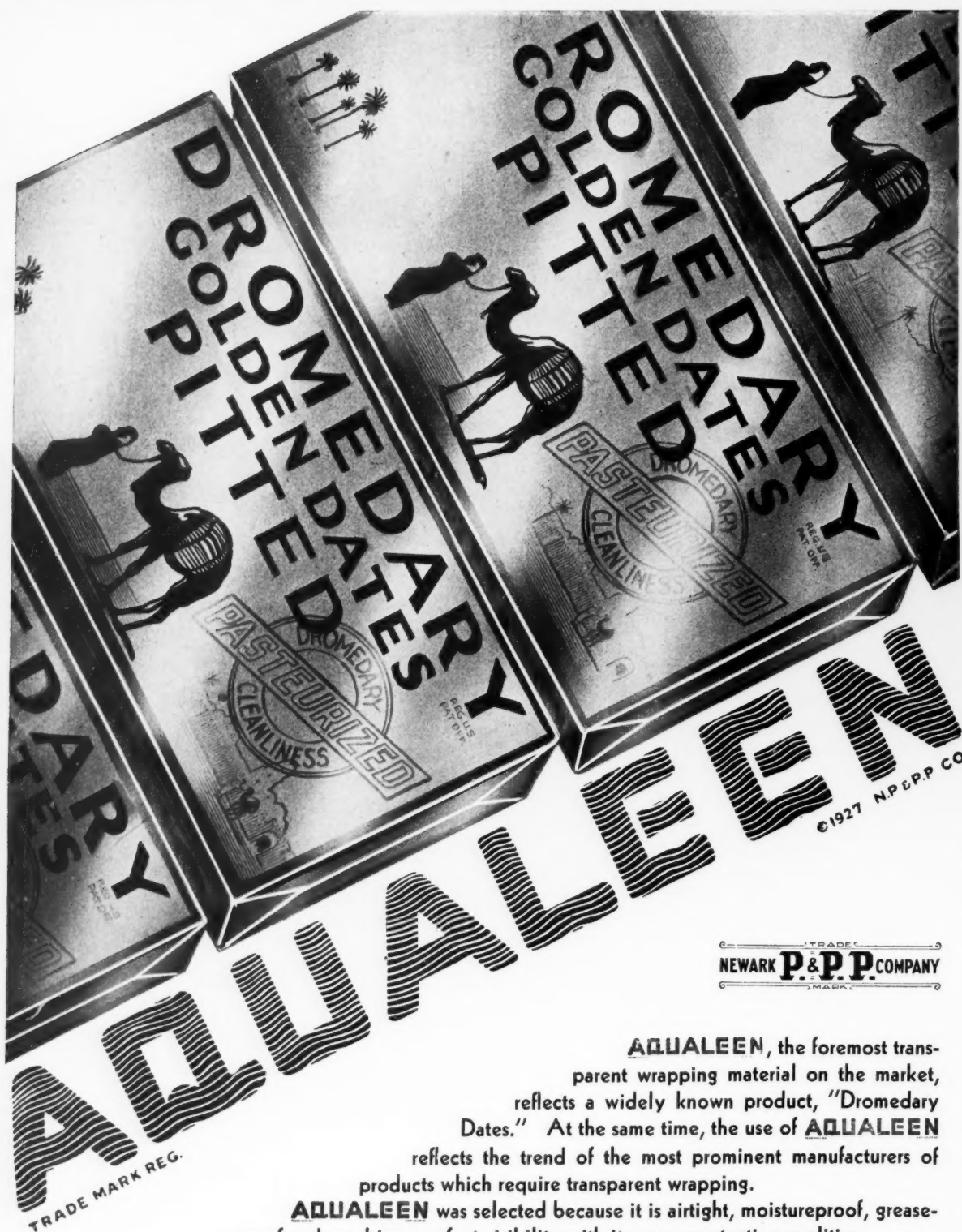
PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORPORATION, LTD., NORFOLK DOWNS, MASS.

Branch Offices in New York, 26 Cortlandt Street; Chicago, 360 North Michigan Avenue; San Francisco, 320 Market Street; Melbourne, Victoria; Sydney, N. S. W., and Trafalgar House, No. 9 Whitehall, London, England.

PNEUMATIC MACHINES

Carton Feeders — Bottom Sealers — Lining Machines —
Weighing Machines (Net and Gross) — Top Sealers —
Wrapping Machines (Tight and Wax) — Capping Machines —
Labeling Machines — Vacuum Filling Machines
(for liquids or semi-liquids) — Automatic Capping
Machines — Automatic Cap Feeding Machines —
Tea Ball Machines



NEWARK **P. & P. COMPANY**

AQUALEEN, the foremost transparent wrapping material on the market, reflects a widely known product, "Dromedary Dates." At the same time, the use of **AQUALEEN** reflects the trend of the most prominent manufacturers of products which require transparent wrapping.

AQUALEEN was selected because it is airtight, moistureproof, grease-proof and combines perfect visibility with its many protective qualities.

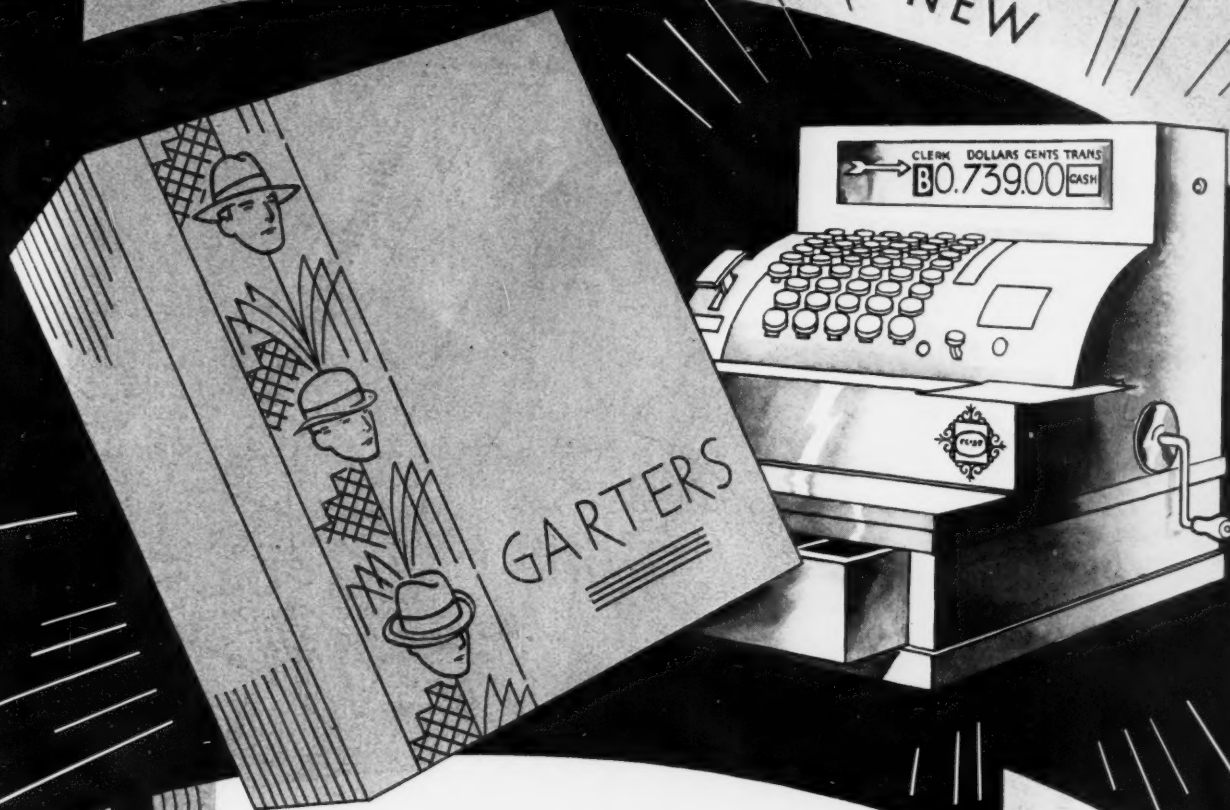
Newark Paraffine & Parchment Paper Co.

Main Office and Mill: 46 Jelliff Ave., Newark, N. J.

N. Y. Office: 1071 6th Ave., N. Y. C.

Mill: Pittston, Pa.

FOR PACKAGES... OLD OR NEW



Dramatic Eye-Appeal that Rings Cash Register Bells

Here's a dramatic eye-appeal to turn absent-minded garter wearers into cash buyers! Garters in boxes covered with Alcoa Aluminum Foil will flag sales.

Not only garters, but shoe-strings, handkerchiefs, collar buttons—a great variety of Christmas, Easter, Father's Day and other specially boxed goods can use Alcoa Aluminum Foil to advantage. This foil with its silvery sheen is a decoration in itself. Very little printing, embossing or lithographing is required, but any of them may be applied with excellent results.

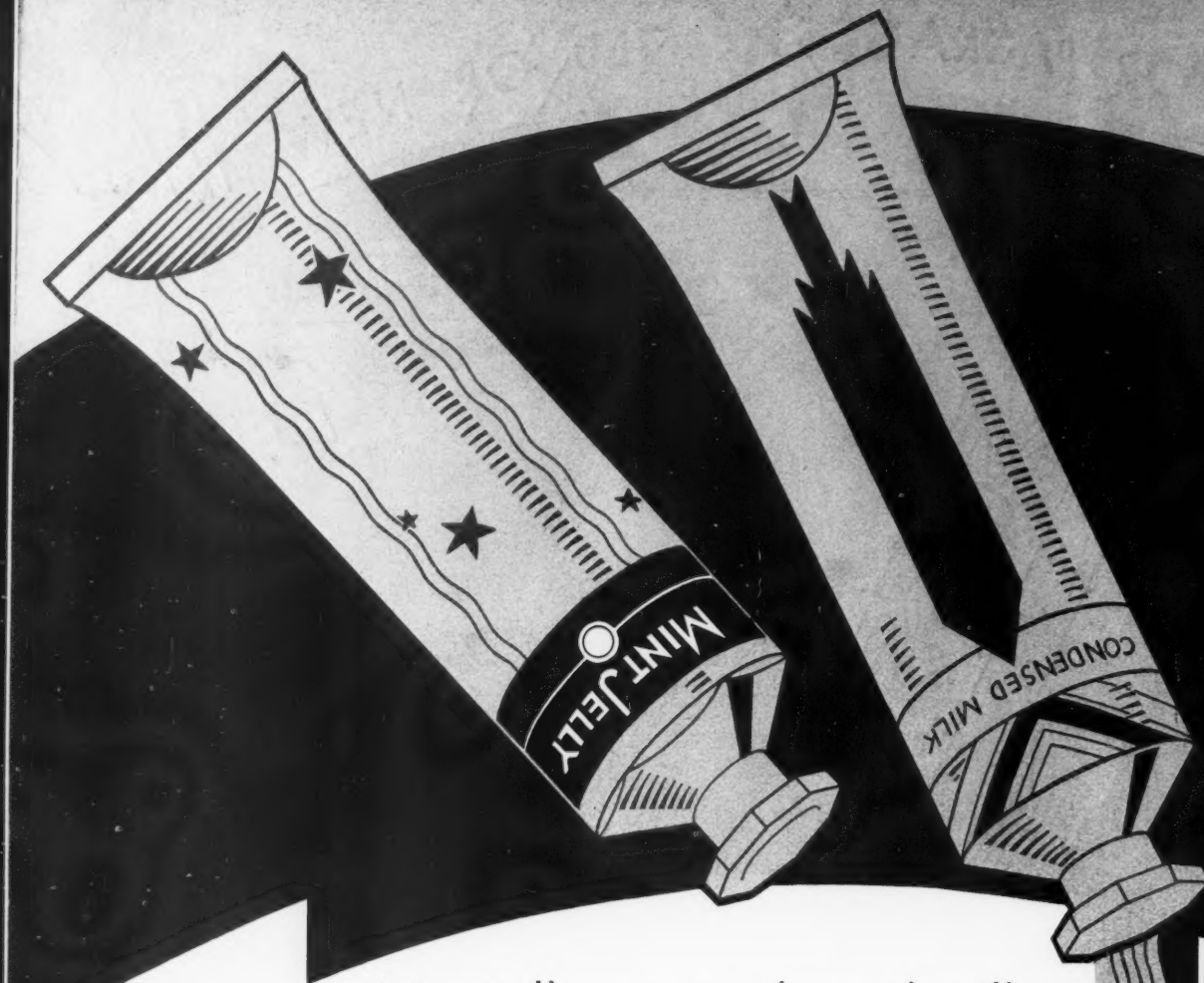


Pound for pound there is more covering capacity in aluminum foil than in foil of any other metal. Alcoa Aluminum is rolled-out paper thin. It is strong. It holds corners well and makes a neat, untarnishing covering for boxes of all sizes and shapes.

More and more packages are becoming part of the product. If you have not considered this in connection with your product, there are many samples of foil which we can show you without obligation. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNA.

ALCOA ALUMINUM

ROLLED INTO FOIL



Mint jelly or condensed milk would travel new sales roads in these tough pliable tubes

Changing living conditions have set up new sales roads for almost all food products. Already some manufacturers, quick to sense consumer convenience, are packing food products in Collapsible Tubes of Alcoa Aluminum.

These tubes give fullest possible protection to flavor and freshness—fullest possible compactness and convenience.

For foods of many types, Collapsible Tubes of Alcoa Aluminum offer advantages not

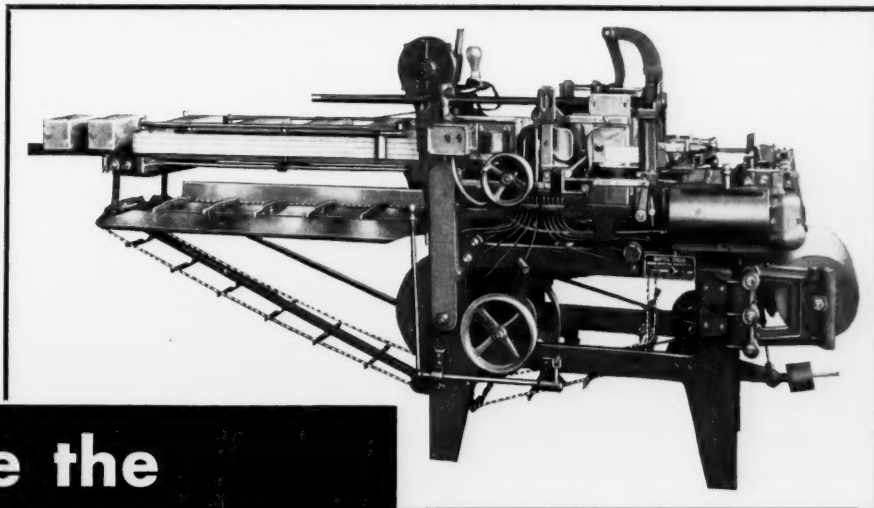
found in any other tubes. Many products may be packed without the use of clips. Caps and threads are hard and strong, bodies are tough and pliable. Annealing the body makes the inside positively sterile. The extreme light weight of these tubes permits handling faster and cheaper in larger, cost-cutting cartons.

Any of our offices can give further particulars. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.



COLLAPSIBLE TUBES OF ALCOA ALUMINUM

Adjustable and fully automatic, the Model C L is a valuable unit in any packaging room. Its features include the Duplex Folding Mechanism, Rotary Paper Feed, Self-Centering Paper Roll Holder and Quick Change Gear Box for adjustments. Practically noiseless in operation.



Fits Like the Paper on the Wall

If results at low cost fit your needs in wax-wrapping packages, check into the Battle Creek "CL"

A snug smooth waxed-paper wrapper suggests an expensive operation. Knowing that it was applied automatically, you think immediately of costly machinery. That's natural—but true only in a general way.

Specifically the Battle Creek Model C L Machine offers you the finest wax-wrapping job, yet its price and its operating cost are lower than those of other machines for the same operation. A remarkable further economy is found in its easy adjustability to many package sizes. While not a super-speed machine it will produce splendid results for a host of confectioners, cracker bakers and other manufacturers of semi-perishable products. As neatly as the paper fits the package the "CL" will fit their needs. A fully illustrated folder explains the operations of the Model C L in detail. *Send the coupon below for the data.*

Battle Creek WAX WRAPPING MACHINE MODEL C L

Battle Creek Wrapping Machine Co.

(Also Operating the Johnson Automatic Sealer Co., Ltd.)

Battle Creek, Michigan

Foreign Representative: C. S. du Mont, Windsor House,
Victoria St., London, England

Battle Creek Wrapping Machine Co.
Battle Creek, Mich.

I would like to have further information about your Model C L Wax Wrapping Machine. ☐ Also, please tell me about your Model C L for Cellophane Wrapping. ☐ You may have a representative call on me.

Name

Company

Address

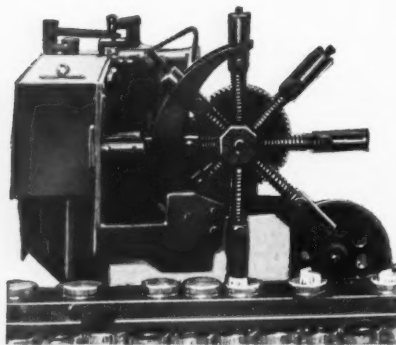
City State

MP 7-31

Send the Coupon



Two of several Packomatic "Scott" Scales used for weighing a complete line of seeds 15 to 20 packages per minute per scale, for Ferry-Morse Seed Company, Detroit, Michigan.



PACKOMATIC COUPON FOLDER AND FEEDER SPEED 110 PER MINUTE

This machine in addition to feeding coupons for package inserts carefully folds them before inserting. All operations are automatic and perfectly controlled by the container, equally efficient with cartons or cans.

"A direct saving beyond our expectation"

THAT is what one large manufacturer said after installing Packomatic Machinery:

Today you are faced with greater competition than ever before in the history of your business. Now is the logical time to abolish slow wasteful manufacturing methods. We will show you a way to new ideas that will stimulate and speed up production, eliminate waste and increase profits.

We are proud of our 2000 customers and are anxious to be of service to you. To this end our engineers are cheerfully at your service.

Wire—phone—or write for a Packomatic engineer. He will meet you at any time, any place. You are under no obligations.



PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices:

NEW YORK

ST. LOUIS

LOS ANGELES

KRAUSE METASEAL

METASEALS are designed with that skill and FINENESS only to be found in Krause creations . . . Seals created to the finest standard in every detail . . . Seals of such manifest quality that you would guess the cost to be much higher than it actually is . . . Seals you'll be proud to have on your package . . . Metal seals that you should investigate . . . immediately.

RICHARD M. KRAUSE

INCORPORATED

304 EAST 23rd STREET

NEW YORK



CARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet *your* requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

**CHICAGO
CARTON
COMPANY**

4411 Odgen
Avenue
Chicago, Ill.

Every Faculty
for the Pro-
duction of
fine display
Advertising
Cartons...



IT'S NEW
IT'S DIFFERENT
IT'S INEXPENSIVE
IT'S LEAK PROOF
IT'S PRACTICAL
IT'S PERFECT



PENNSYLVANIA
GLASS PRODUCTS
COMPANY

—
PITTSBURGH, P.A.



THE PERFECTION DROPPING OUTFIT

THE new dropping outfit as conceived by the Pennsylvania Glass Products Company has been a long time in the making. More than two years were spent in research work and experimentation before this outfit could be declared perfect . . . and a model of perfection it is.

It is absolutely leak-proof and eliminates entirely the expense of corking, cork screws and other expenses formerly incurred with the old type. The screw cap also makes for uniformity of fit. No longer will there be any trouble due to different lengths of dropper glasses. The uniformity in length of these glasses permit the user to make complete drainage of the bottle. No part of the stopper goes inside of the bottle which means that neither the contents nor the stopper can be affected by any preparation usually put up in outfits of this kind.

Bottles can be furnished in either flint or amber and the caps may be had in many different styles to suit the individual requirements of the manufacturer. Send for your sample---now.

PENNSYLVANIA GLASS PRODUCTS CO.

410 North Craig Street
PITTSBURGH, PA.

ECONOPHANE

A TRANSPARENT wrapping material with high water vapor-resisting properties. It is grease proof, dust proof, air tight, odorless, transparent, sanitary wrapping material. This product is especially adapted for fast automatic machine wrapping.

ECONOPHANE makes an ideal economical, visible wrapping material. It is adaptable for all lines of merchandise, especially bakery goods and candies. It is readily receptive to printing.

ECONOPHANE is available in three weights, 15, 20 and 22 lbs., and can be slit or sheeted in accordance to your specifications. It is fabricated into all standard sized bags. Prices and samples furnished upon request.

BROWN PAPER GOODS CO.

900 WEST LAKE STREET

CHICAGO, ILLINOIS



ECONOMY DESIRED—ECONOPHANE REQUIRED



Main Street Customers Prefer Fifth Avenue Packages

Send for the Peerless Portfolio

<p>PEERLESS ROLL LEAF COMPANY, INC. 915 New York Avenue, Union City, New Jersey.</p> <p>Gentlemen: Please send us a copy of the Peerless Portfolio of Embossed Box Wraps. <input type="checkbox"/> We do our own printing. <input type="checkbox"/> We buy our box wraps.</p> <p>Firm:</p> <p>Attention of:</p> <p>Address:</p> <p>.....</p>	MP 7-31
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THE modern Main Street customer wants Fifth Avenue style, Fifth Avenue quality, in a Fifth Avenue package. Manufacturers who were prompt in noting this trend a few years ago were rewarded with rising sales curves.

Today, with the battle for the consumer's dollar being waged more closely than ever, it becomes of increasing importance to use every merchandising strategy at your disposal. To give your package that Fifth Avenue look, that Fifth Avenue distinctiveness, add a touch of Peerless Roll Leaf embossing. A gold-embossed border, for instance, might make a world of difference in the general appearance of *your* package. Or perhaps all it needs is a small touch of silver or metallic color.

It depends largely on the design of the package, of course, but if yours is a quality product and your package seems to need improving, consider roll leaf embossing before you start to re-design it entirely. PEERLESS ROLL LEAF COMPANY, INC., 915 New York Avenue, Union City, New Jersey. Branches in Boston, Chicago and London. Distributors in Los Angeles and Toronto.

THE PEERLESS PROCESS

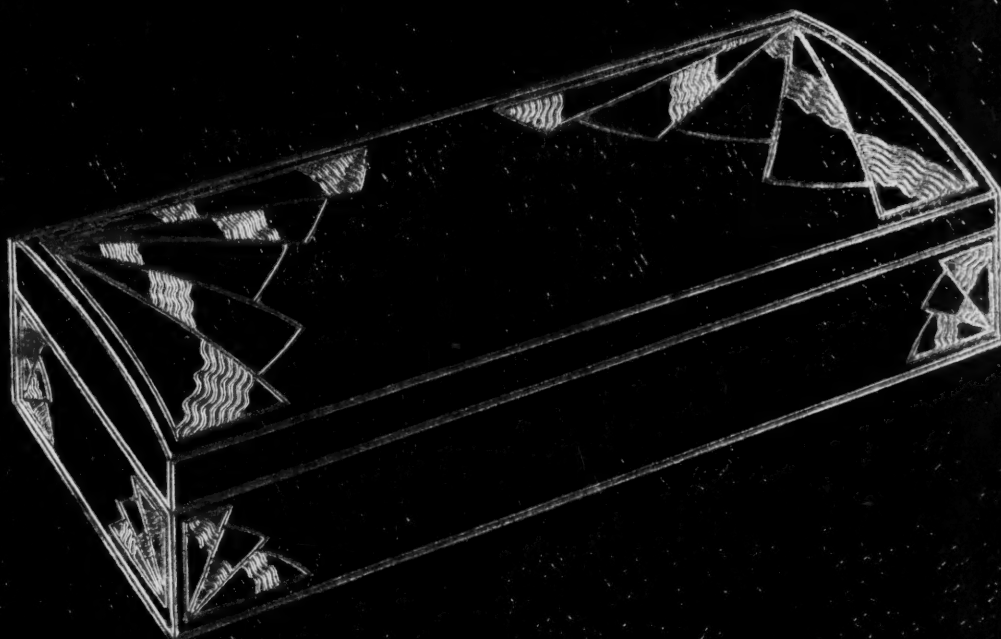
FOR DECORATING DISTINCTIVE PACKAGES



MASTER METAL
TRADE MARK REYNOLDS METAL CO. CHIC.

UNIFOIL COVERS

REAL METAL FOIL, PAPER BACKED



REYNOLDS
METALS CO.

541 WEST 25th STREET, NEW YORK CITY
5 NORTH WABASH AVE., CHICAGO, ILL.
345 NINTH ST., SAN FRANCISCO, CAL.

STAMPED WITH PEERLESS ROLL LEAF

**S
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BUNDLES of SALES

**Signed, sealed and
delivered in
Cellophane**

SIGNED—In the consumer's eyes Cellophane stamps a product as quality merchandise worthy of thorough protection and her special consideration.

SEALED—With Cellophane you can let the curious mail and handle. You need not even think about soilage or mark-downs. Cellophane permits the true color and texture of each unit to be seen clearly. Yet the product is safe.

DELIVERED—Cellophane ties three sales into one. It gives the shopper a harmonious ensemble of towels, washcloth, and bath mat.

Time and again Cellophane has been a valuable aid in introducing and merchandising new sales units like the Martex Ensemble. It is as ideal for multi-units as for single items. Perhaps it offers equal possibilities with your product. Our packaging specialists will be glad to help you develop them. Write to Du Pont Cellophane Company, Inc., 2 Park Ave., New York City.

SOLD . . . two bath towels, one wash cloth, one bath mat in a multi-unit Cellophane package
The Martex Ensemble



Cellophane

Cellophane is the registered trademark of the Du Pont Cellophane Co., Inc., to designate its transparent cellulose sheeting



CLOSURES

in every shade of any color

MADE OF

ALDUR

are

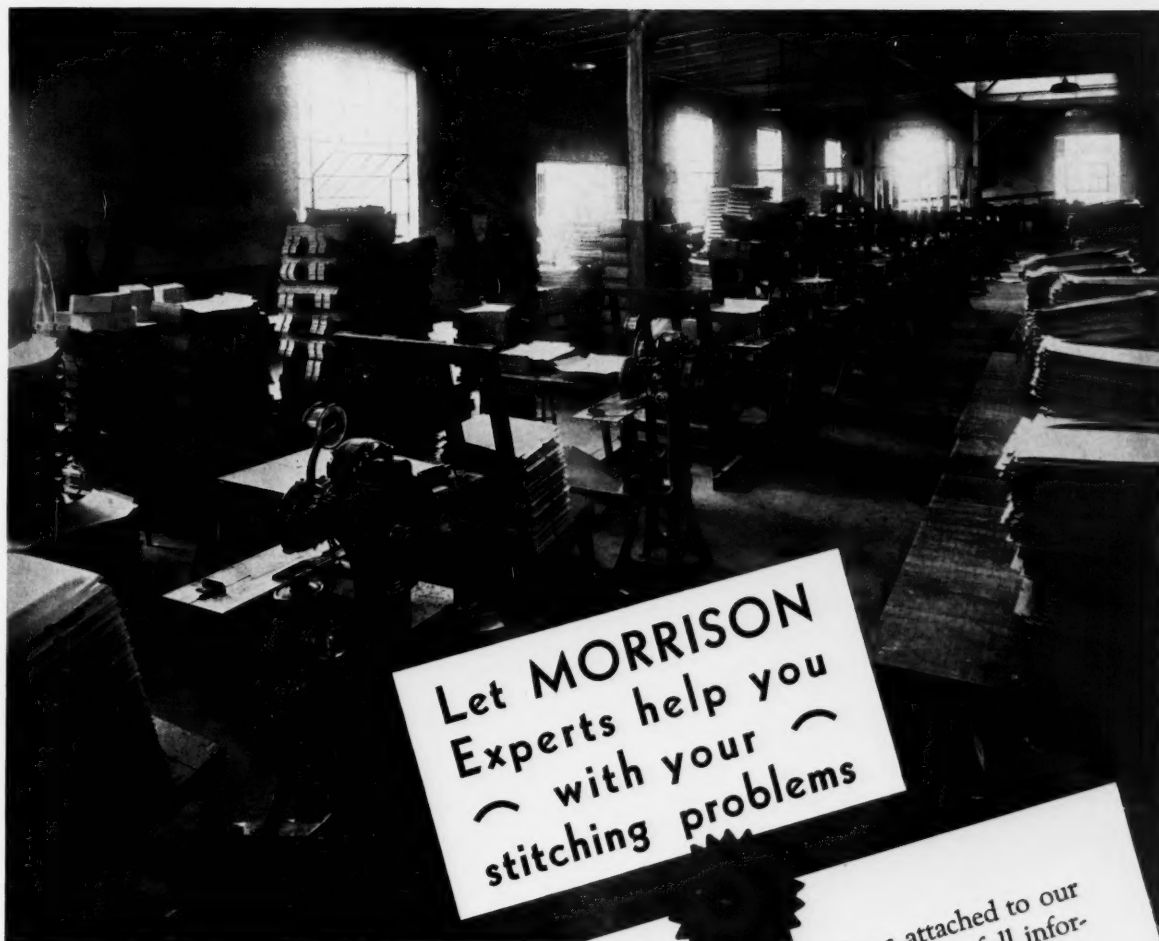
TASTELESS and ODORLESS

ALDUR contains nothing that can affect the taste, the odor or the ingredients of your products . . . and it is available in the EXACT color required to properly carry out the correct color scheme of your trade-mark or package. - - - - -

***ALDUR is DIFFERENT from other Plastics . . . specify it—
or write for details.***

ALDUR CORPORATION

44 Flatbush Ave. Extension—Brooklyn, N. Y.



Let MORRISON
Experts help you
— with your —
stitching problems

MANY leading manufacturers have already taken advantage of the 40 years of experience and engineering skill that Morrison offers to the packaging industry.

Morrison Wire Stitchers do more work in less time, save floor space, are easily operated and are mechanically dependable—40 years of constant change and improvement have seen to that.

If you are using wire stitching at present or if you are at all contemplating the use of stitchers, send this card for further information.

In an effort to clarify the problems attached to our shipping department, we would like to have full information from you on the various classes of Wire Stitchers manufactured by you.

We use _____ solid fibre boxes per day.
We use _____ corrugated boxes per day.

Company _____

Address _____

City _____

State _____

_____ tries now using Morrison "Perfection" Stitchers. Meat Packers, Shoe Manufacturers, Canners, Bakers, Confectioners and a host of others.

Applicable with complete success to corrugated or solid fibre.

THE J. L. MORRISON COMPANY

GENERAL OFFICES AND FACTORY, NIAGARA FALLS, N. Y.

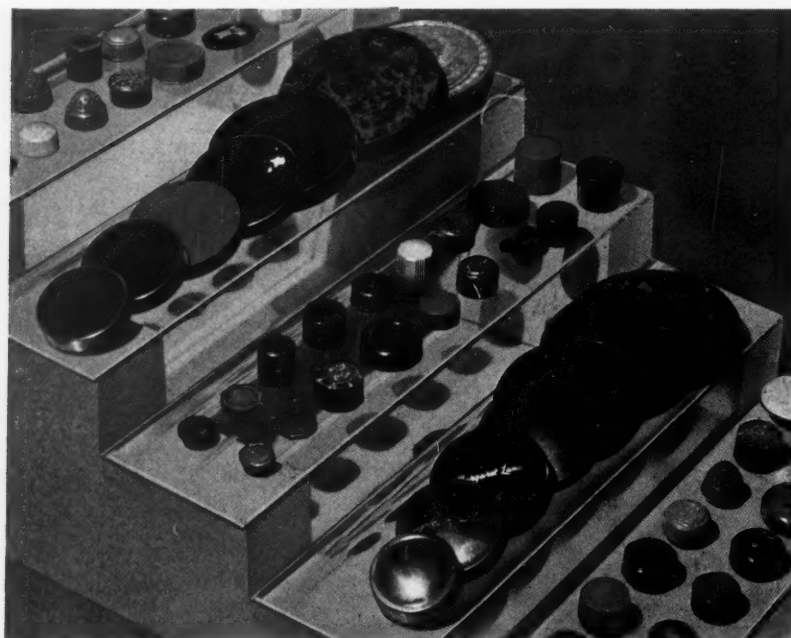
424 West 33rd Street
NEW YORK CITY

116 West Harrison Street
CHICAGO

445 King Street, West
TORONTO, CANADA

JULY, 1931

21



Closures that perform a double duty

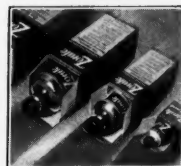
Guard contents—Increase sales



Development of the modern art of packaging demands that a closure serve a double duty. It must thoroughly seal and protect the contents, and add to the attractiveness and salability of the product. Because they meet these needs so admirably, it is easily understood why Bakelite Molded closures have been adopted for hundreds of well packaged, rapid selling products. Bakelite Molded closures have clean, accurately formed threads which provide a positive seal. They are non-corrodible and will not stain nor discolor the contents. The lus-

trous finish and attractive color of this material, and the ease with which it may be formed into exclusive designs, lend distinction and sales appeal to closures.

In the redesigning of your package line, or developing some new product to be packaged in tubes, bottles or jars, our experience should prove valuable. We would welcome the opportunity to show you some of the things accomplished by the use of Bakelite Molded for displays, containers and closures and to assist you in adapting this material to your products. Just write us.



BAKELITE CORPORATION

247 Park Avenue, New York, N.Y. Chicago Office: 635 W. 22nd Street
BAKELITE CORP. OF CANADA, LTD., 163 Dufferin St., Toronto, Ont.

BAKELITE



The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the

numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES

STAR SPECIAL



★ Refractone—Light Blue. A radiant paper of unusual beauty especially adaptable for gift and candy boxes. This sheet made by the Ciel Sales Company is one of exceptional utility with a fine printing surface.

Bright and attractive is this month's Star Special; a sample from the many fine papers you can buy here at one place through A NEW SERVICE.



Here at one place is a new convenience for you, a unique service of many advantages to all users of fancy papers that will save you much time and effort in your next selection. . . . We are representatives for practically every manufacturer of box papers both here and abroad. We handle no exclusive line but make all papers available for your choice at no additional cost. Every new paper, every new design and every new texture is here. . . . Write us today about any sheet you may want in any quantity. There is no obligation.

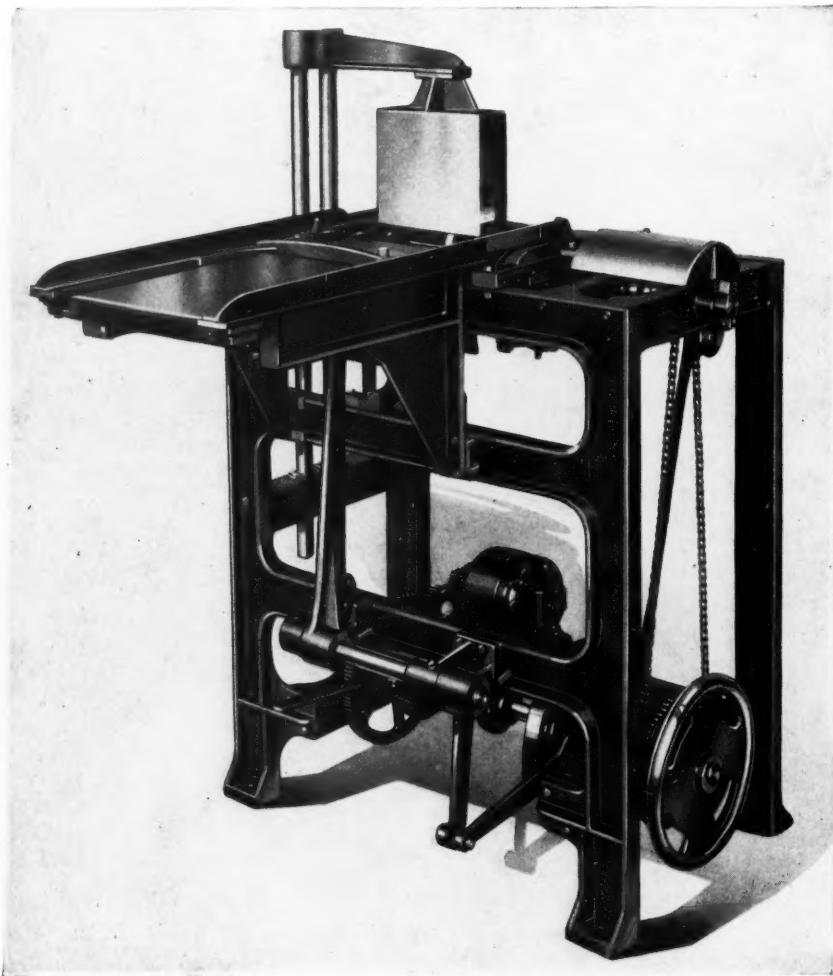
WM. SCHILD & COMPANY

300 West Adams Street

Chicago, Illinois

PETERS SCORES AGAIN

An achievement in producing a lower price machine for the Forming and Lining of cartons with the added advantage of adjustability for a wide range of sizes.



The PETERS Junior Forming & Lining Machine equipped with one-quarter horsepower motor. Shipping weight 650 lbs., floor space required 2'0" x 3'0".

THIS new Peters Junior Forming & Lining Machine produces formed and lined cartons at the rate of 35 to 40 per minute and requires only *one operator*.

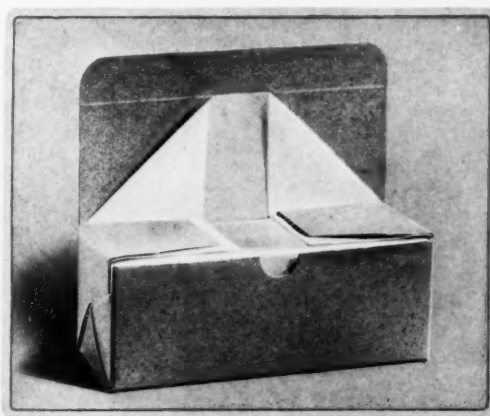
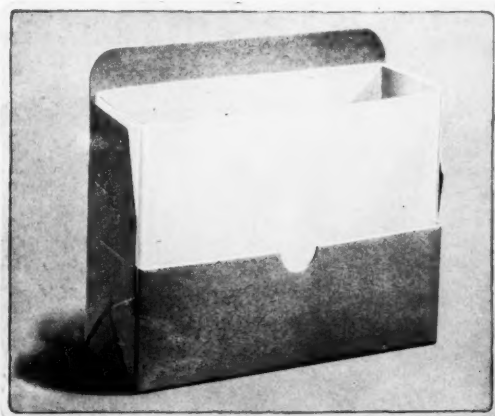
The great feature of adjustability permits the machine to be quickly changed from one size carton to another.

The necessary forms and blocks to make these changes are furnished at small additional cost.

Completely formed and lined cartons are delivered automatically to any conveyor from where they may be diverted to a packing table or filling unit.

Automatic coding or dating devices may be incorporated on the machine when required.

Quiet, easy and efficient.



The price of this new Peters Junior Forming & Lining Machine is so reasonable that it returns its investment in a remarkably short time.

JUST ANOTHER FINE MACHINE BY PETERS



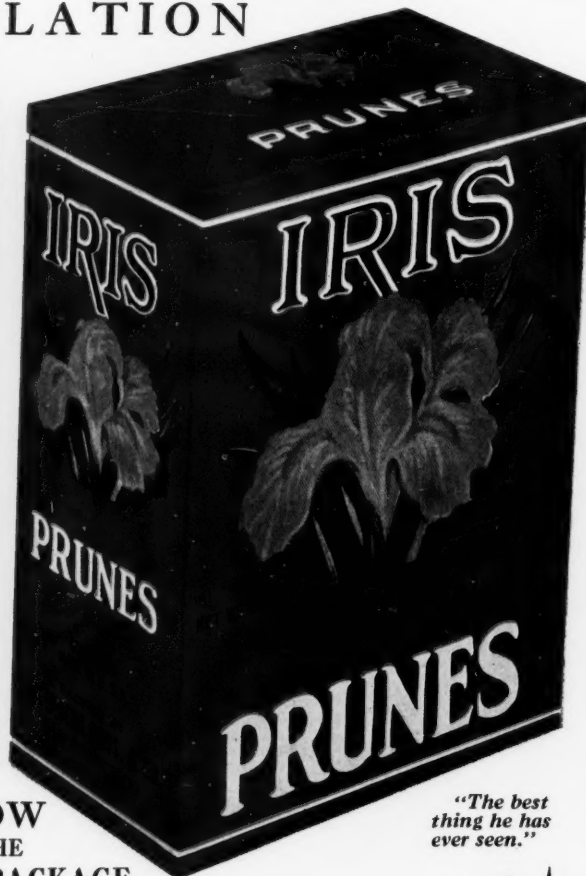
PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A



ANOTHER SUCCESSFUL INSTALLATION



*"The only
real Tight Wrapped
Package in the
Valley."*



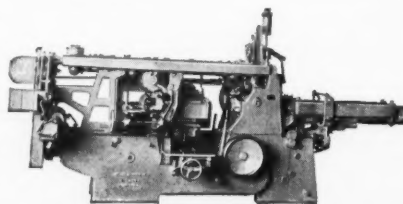
*"The best
thing he has
ever seen."*

NOW THE PRUNE PACKAGE



This is what one Prune Packer said to another about the new 2-lb. Tight Wrapped Prune Packages packed by Rosenberg Bros. & Company.

Rosenberg Brothers & Company, San Francisco, are the largest packers of Dried Fruit in the world. They have adopted the Stokes & Smith Tight Wrapped Package which is



absolutely tight, insect-proof, strong, and attractive.

The Stokes & Smith Tight Wrapping Machine wraps these 2-lb. packages by the exclusive Stokes & Smith method at the rate of 60 packages per minute.

Let us show you what we can do for you—our service extends from "COAST TO COAST."



FILLING MACHINES ♦ PACKAGING MACHINES ♦ TIGHT WRAPPING MACHINES

STOKES & SMITH COMPANY PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

ON THE COAST:

Mailler Searles, Inc.,
135 Fremont St.,
San Francisco, Cal.

Mailler Searles, Inc.,
909 Western Ave.,
Seattle, Wash.

John F. Willard & Son,
335 E. Fourth St.,
Los Angeles, Cal.

LONDON OFFICE:
23 Goswell Road,
London, England

TYING IT MEANS BUYING IT

IT'S a proven fact! A Hy-Sil ribbon on your package makes it easier for the buyer to purchase it. The package is more appealing, more attractive and much more colorful with a Hy-Sil ribbon wrap. That's why manufacturers are using colorful and striking ribbons like those enclosed in the envelope for their packages.

We make a complete line of ribbons ranging from $\frac{1}{8}$ " to 5" in width in Tinsel, Rayon, Cellophane and Gauzes.



Our research department is at your service and will be glad to help in determining the proper ribbon for your package. Send a sample of your product and its package to us. It'll be worth your while.

HY - SIL
MANUFACTURING CO.

REVERE, MASS.

New York Sales Office: 10 W. 33rd St.



**MODERN
OUTSIDE**

**MODERN
INSIDE**

ADDED SALES-APPEAL
ADDED PROTECTION
DECREASED COST



[Write for a portfolio of Riegel Wrappers containing large sheets and explanatory data on all uses.]



REGARDLESS of season or climate, housewives in every locality now enjoy the full fresh and crispy flavor of Quaker Crackels, Puffed Wheat and Puffed Rice. Sealed in an inner bag of Riegel's Waxed Glassine, moisture and humidity are definitely excluded.

No other wrap used in cereal packages today affords the high degree of moisture protection found in waxed glassine.* The inner bag gives Quaker packages the double sales appeal of perfect protection plus the full force of their attractive, modern carton. No Quaker product stands hidden on the dealer's shelf, dimmed by an outer wrap.

* Illustrated chart upon request.

... make it self-selling ...
with

Transparent Containers

This is a sample of Single style, E-Z-Pac Container. Also furnished in Duplex style.

Three different styles from which to choose.

1. The E-Z-Pac Container like the tipped-on sample, made either Single or Duplex (Inner-bag, Moisture-proof cellophane—Outer-bag, plain, transparent cellophane). Sizes to fit requirements.

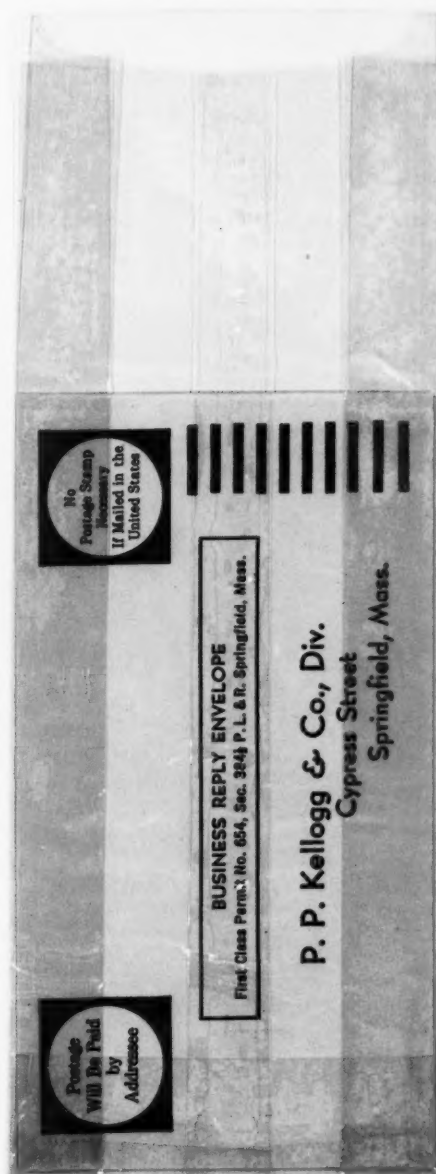
2. Regular Center Seam, Open-end style with any length flap desired. Moisture-proof or plain transparent cellophane. Printed or plain. Sizes to fit requirements.

3. Pac-Ket or Side-Seam style. Moisture-proof or plain transparent cellophane. Sizes to meet specifications.

These containers can be furnished in transparent cellulose material such as cellophane, glassine, or other similar products. Samples to fit specifications, and prices sent upon request.

Address

P. P. KELLOGG & CO., DIVISION
21 Cypress Street
Springfield, Massachusetts



UNITED STATES ENVELOPE CO., SPRINGFIELD, MASS.
with thirteen manufacturing divisions covering the country



A Plant is as old as its equipment

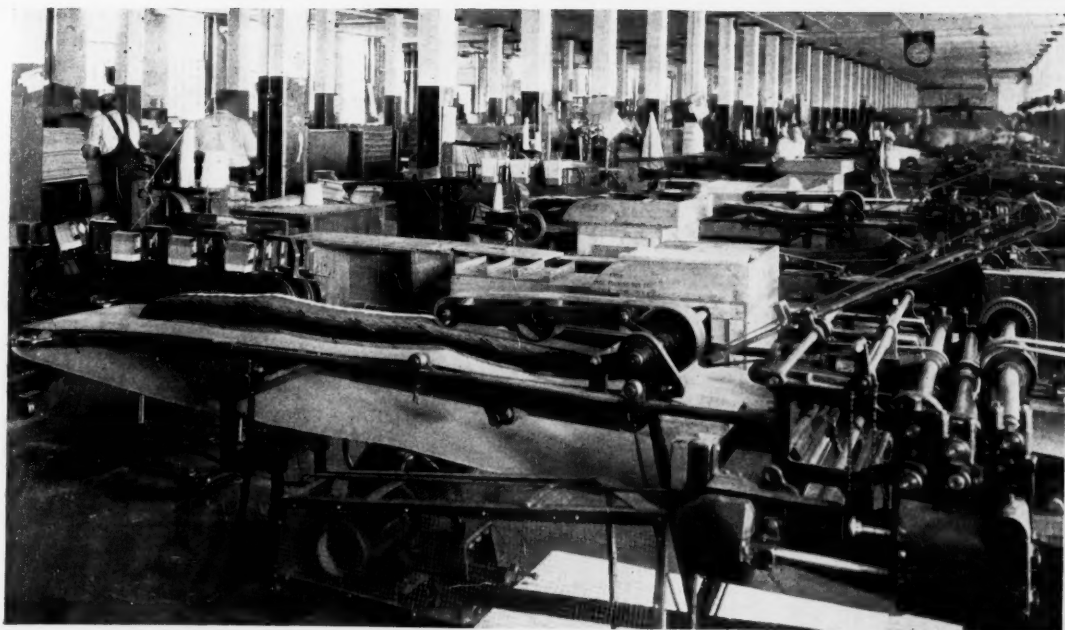
YOU can't expect old out-worn, antedated machinery to do the work of the new and modern. It can't be done. The plant with obsolete machinery is so far behind the times that it is a deterrent to progress.

Users of INTERNATIONAL Paper Box equipment are up to the times. Their machines keep to the most rigid schedules and answer the most exacting specifications. The INTERNATIONAL in a plant is a sign of a modern progressive plant.

Among other exclusive features INTERNATIONALS are the only machines that possess the Automatic Pressure Feed which eliminates laborious fanning or feathering of blanks, the raising of a pile of blanks, smearing, adjustments and other disadvantages common to most machinery.

To insure the quality of the product, to overcome limiting factors in operation and to minimize maintenance and fixed costs, you need an INTERNATIONAL.

The International Paper
Nashua, New



MODERN TIMES DEMAND MODERN EQUIPMENT

A PLANT as modern as the National Folding Box Company of New Haven would hardly think of installing any folding and gluing machines other than the INTERNATIONAL. And so it is with many other leading manufacturers.

Production costs in paper box plants play a part too important to be overlooked. Buyers of equipment make conclusive comparative tests before they purchase any machinery. The machine that is finally selected has to be good.

It is a matter of pride with us that prominent plants have standardized on INTERNATIONALS, the most modern of paper box equipment.

If you haven't, it's only because you don't know what INTERNATIONAL can do for you. So if you'll write, we'll be glad to tell you about the INTERNATIONAL machines.



Box Machine Company
Hampshire, U.S.A.

DON'T SOLVE PERPLEXING PACKAGING PROBLEMS ALONE...



LOCKWOOD BRACKETT CO.
Boston New York
LACO IMPORTS

Address
4101 Boston
New York
Boston
Manufacturers
and Importers
Exclusive Agents for
A. O. & S. Co.
Established 1906

BOSTON
June 10th, 1931.

Mr. O. C. Huffman, President,
Continental Can Company, Inc.,
100 E. 42nd Street,
New York City.

Dear Mr. Huffman: Recently I had the opportunity to personally observe the ability of your organization to solve a very serious packaging problem for us.

In the sterilization of our LACO Baby Powder, we submit each can to a high heat treatment after filling, and in this process we found that difficulties arose resulting in the damaging of the light colors employed in our lithographed design.

Your lithograph specialists, after a number of experiments, were able to completely overcome the problem of discoloration, and supply us with splendid packages that have been of great help in increasing our sales.

The deep personal interest of your organization in our problem, and the way in which they have served us has been very gratifying, and I assure you it is very much appreciated.

Yours very truly,
J. R. Lockwood
T. R. Lockwood,
President.

1906-1931
LACO'S
125th Anniversary
— Year —
The Standard
of
White Castile
Powder

LACO
Pure Olive Oil
CASTILE SOAP
Colorless
Glycerine
LACO Light Soap
LACO Castile Soap
LACO Oil in Oil
LACO Sterilized
Baby Powder

When you have a serious packaging problem before you — what counts is experience plus the proper facilities to work out the solution.

And that's where you'll find the Continental organization of great help . . . as did Lockwood Brackett Company.

Mr. Lockwood's letter is typical of the many we receive from satisfied customers as to how Continental helps manufacturers in varied industries to increase sales by better packaging.

Remember — you don't have to work out your perplexing package problems alone. An experienced Continental representative, backed by an organization geared to serve you well, is at your service.

CONTINENTAL CAN COMPANY, INC.

NEW YORK: 100 E. 42nd St.

CHICAGO: 111 W. Washington St.

SAN FRANCISCO: 155 Montgomery St.

MODERN PACKAGING

JULY, 1931

Volume Four
Number Eleven

NOTHING SO
CHARMING AND
WHIMSICAL THAN
THIS BABY PACKAGE
HAS EVER BEEN
SHOWN BEFORE FOR
PRODUCTS OF THIS
TYPE



E. H. Rehnquist

Exquisiteness in a Nursery Package

By Ann Di Pace

From ten little fingers to ten little toes, little junior and father's darling is the subject of the delightful and exquisite package shown above. The love for little mites of human creation, the absorption in their fascinating antics, anxiety over their cherished care, the precious, prideful possession of these little human treasures, is all movingly felt and subtly conveyed in the designing of each package that goes to make up the ensemble. There is no question of doubt that many

loving thoughts and sympathetic hands guided the designer in this masterpiece of package production—a piece whose execution raises the cause of better packaging and packaging to sell to a significant point of unique importance. No mere routine of blending colors, balanced lines, is this product of recent packaging, but an effort in which the heart of the designer is evident. So much minute detail, so much understanding could not otherwise have been portrayed in such life-like manner.

Each item in the H. Willebeek Cradle Box Ensemble which is distributed by Marshall Field, Chicago, is carried out in one general color scheme and design—an interesting lattice effect in pink with a single blue and black floral motif and a center diamond square enclosing the figure of an infant. Here the designer put into play the keynote of this enchanting package. No half-way measures are evident, the feeling of the subject running the gamut of daily habits. With droll expressions and in fascinating postures, these little dainty figures dominate the containers. Each product—the cream, powder, soap, safety pins, boric crystals and Q-tips, as the illustration shows, (*Please turn to page 53*)



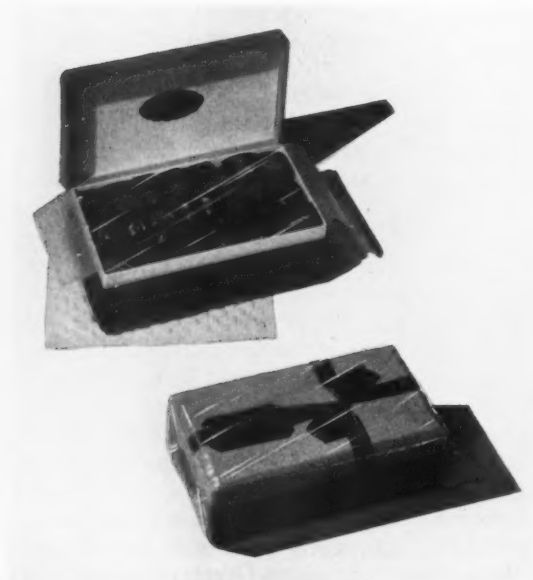
"Granting that it is a humble product, I believe you will agree that this package shows as much relative improvement over the average dog food package as can be shown by packages in the more expensive commodities." So writes H. S. Daniels of the Union Bag & Paper Corporation, who submitted to MODERN PACKAGING the bag shown in the accompanying illustration. Will anyone argue to the contrary?

Several elements are combined in this package to

Packages in Keeping with

make it outstanding, not only as a container for the product and a splendid example of poster design as applied to a package, but as a vehicle for compelling sales. Certainly no dog lover can resist the appeal of the illustration shown in the panel in black, gray and red, and the lettering leaves no doubt as to the designation of the package contents. The lined bag which furnishes a gleaming white background for the printed poster panel serves to increase the pleasing effect of the latter.

Something quite out of the ordinary run of candy boxes is the Maillard package shown at lower left. From a construction standpoint, this package heralds the arrival of a new type of container for this product. Up to the present time, aside from those which placed them in the utility class, such as the sewing basket candy package and others, these containers all were of the extension edge type. For the first time the new process in boxmaking—that of beveled edges—has



Merchandising Trends

been incorporated in a container for candy. And the result is, indeed, not only more convenient for handling but decidedly more attractive.

With this improving feature, the new package employs another eye-compelling attraction. It is, verily, a symphony in brown, covered with suede cloth paper, combining beige for the lid with dark brown for the base. The package when opened, which, incidentally, is wrapped in transparent cellulose, has no label or trade mark to mar the beauty of the artistic covering. The label in the same shade of brown with gold lettering is attached to the ribbon through openings at either side. The container is a product of the Lebanon Paper Box Company, Lebanon, Pa.

The problem of packaging McCormick mustard for distribution in certain foreign countries has been successfully accomplished by McCormick & Co., Inc.,



Baltimore. The illustration on the opposite page shows the new label, following modern trends, which has been designed exclusively for Spanish-speaking countries.

Taking into consideration the vibrant, warm temperament of the Latin population, the label has been designed in red, blue and gold, the latter forming the background. All lettering is in Spanish, the name of the product appearing in the red band which runs through the dark blue triangle.

Shown in the center of the illustration for Tree Tea, a product of the M. J. B. Co., San Francisco, is the new carton recently designed to take the place of that shown at the left.

This new package marks a departure in the shape of cartons for a product of (Please turn to page 70)





E. H. Rehnquist

About three years ago R. H. Macy & Company realized that it had developed a line of drugs and toiletries which was extremely good and well worth pushing. At the same time it was also perfectly evident that the first step in building up the sales, now that first-class products were available, was an entire repackaging program. The line lacked uniformity, display value and individuality. Bottles of rose water had labels with roses, violet water had pictures of violets, eau de cologne had another kind of label and so forth. In many cases there was not even room on the labels for a distinctive Macy trade mark or other conspicuous identification. Each item as it was added to the line had been given some kind of a label or package which was good enough in itself but generally not at all in keeping with the rest of the line. The different articles had been treated individually but it was felt the line must be pushed as a whole rather than any particular parts of it.

Consequently it was decided that the new packaging must be along lines tending to produce uniformity,

Increasing Sales by Uniformity in Design

By Francis A. Westbrook

which would be attractive and appropriate from the personal standpoint and which would make a good display. As there are about one hundred and fifty items in the line, this was something of an undertaking and actually took about two years to complete. However, it paid well as even during the past year of depression the business of this department showed a satisfactory increase.

What was done sounds simple enough and is easy to explain. In the first place a medallion of distinctive and pleasing design was adopted for use on all the packages sold in the drug and toilet department. The idea was to have this medallion of such a character that it would not go out of style, as many of the futuristic designs are already beginning to do, but would serve as the distinguishing Macy trade mark for a long time to come. It is shown plainly in the illustrations.

The next consideration was the color scheme. Here a distinction is made between articles in general use or used exclusively by women and those used exclusively by men.

With the former a bluish-green pastel shade has been made standard. It is an attractive color suggesting cleanliness and purity of product. However, certain kinds of product are put up in similar packages of the same size, such as sodium bicarbonate and epsom salts, both of which are sold in large quantities. In this case the soda is in boxes of the standard bluish-green color and the salts in boxes of a pink pastel shaded color. Other pastel shades, all harmonizing, are used but,

with no exceptions, all packages have the same effective medallion label.

This variation in color serves several purposes. In the first place it peeps up the display. In the second place it facilitates the selection by the sales force of the right article, particularly where the volume of sales is large and the packages of the same shape and size. In the third place it is an advantage from the standpoint of the user as she knows the bluish-green box contains one thing and the pink box another. It improves the appearance of the family medicine closet in the bath room and facilitates the selection of the article desired.

For articles requiring caps or stoppers, black phenol resinoid has been adopted as standard. This applies to tubes for tooth paste and other creams as well as bottles or jars containing liquids, powders and creams. Here again the different kinds of tooth paste are in different colored packages, as are the different creams. Tooth brushes are in boxes of different colors corresponding to the color of the handle—in every case one of the standardized pastel shades. In this way it is not necessary to break open the box in order to determine the color of the handle or to search for a more or less obscure written designation. Before insertion in the box each tooth brush is wrapped in transparent cellulose as a sanitary measure.

The use of transparent wrappings is being restricted to conditions where it is of real use either for reasons of cleanliness or appearance. The case of the tooth brushes is a good example. Women's and personal articles in the cosmetic line is another example where its application makes the articles more attractive because it insures absolute cleanliness and makes these look the part. However, when it comes to a tin box attractively colored containing soda, let us say, there is really no direct advantage in the transparent cellulose wrapping. The box is entirely adequate as a container by itself, both from the physical standpoint and from that of appearance, and the addition of the wrapping only increases the expense without any compensating advantage.

Toilet articles for men are put up in more masculine containers, but always having the standard medallion label of the Macy line. With these the standard color is a definite green plaid with crossed lines. The same plan of varying the color of articles in containers of the same size is used with these as well, but in this case definite colors are adhered to—that is, red

is substituted for the pink pastel shade of articles in the general or women's line, and so on where necessary. These colors, of course, are kept harmonious with the plaid and medallion label universally used to secure uniformity and consistency. It will be seen how this uniformity is realized through (*Please turn to page 58*)

E. H. Rehnquist



Editorially Speaking — —

The Package Survey

To one who chooses to whet his appetite for figures that relate to packages and packaging methods, we offer a taste on pages 42 and 43 of this issue on which are presented the results of a preliminary survey recently made by our research department. As therein stated, several companies failed to submit a complete report on the questions asked so that the data must be taken as indicating trends rather than setting up principles of practice.

Let us view this survey critically. There are, in all, some thirty groups of industries which have accepted packaging as a means of merchandising their products, and replies were received from but half of such groups. It may be argued also that the results do not present the correct proportion between the several industries, based on annual output of packages or other comparative relations. The types of containers may be considered as fairly comprehensive of the entire field, although here the proportion, as divided among the several groups, should not be taken as a criterion.

It is significant, however, that 87 per cent of the companies reporting have made changes in their packages since 1927—a four-year period which was arbitrarily selected as, selfishly enough, we wished to obtain an expression which would correspond with the experience of this publication, started four years ago. That old features of packages have been retained in many cases coincides with opinions that are generally held.

Although differently expressed, the reasons given for package changes can be boiled down to two—to increase sales and to reduce production expense. While thirty-nine companies admitted to increased sales, twenty-four stated that their packages were responsible for such increases, and but a few attempted to give an approximate figure representing those increases.

Of considerable importance to users of packages, as well as to machinery manufacturers, is the fact that sixty-four per cent of the companies reporting admitted a change in their operations. Such changes, however, are not shown in the subsequent columns which merely indicate methods that are now being followed.

MODERN PACKAGING invites its readers to submit suggestions as to the continuation of such a survey, believing that not only trends in package design and packaging practice can be formulated by these studies, but that such data, properly interpreted, can serve as a means of establishing standard procedure that may be economically practical.

Why Camouflage Package Reproductions?

The reproduction of packages as utilized in various advertisements

has become accepted practice and is acknowledged to be of advantage. We see such packages shown in newspaper and magazine copy, on bill boards, on car cards and elsewhere; sometimes the package alone is shown, oftentimes the package is opened to show contents. While it may be beyond our province to dictate in the utilization of packages other than to establish and promote their primary purposes—those of convenience and sales appeal—we have at various times attempted to point out the fact that these purposes can be advantageously implied by illustrations.

The package of itself is an advertisement for the contained product, and any portrayal of the package may likewise perform that function. The manufacturer has spent time and money in the creation and production of an outstanding package with the expectation that it will sell or help to sell his product. So that, unless it closely resembles the original, subsequent reproduction of that package in illustration may tend to offset the advantage gained by such duplication. We do not mean by this that certain artistic liberties should not be taken; on the contrary, we see many examples in which this has been done to obvious advantage. Our quarrel is with the distortion given to some reproductions in which the imagination of the observer is stretched too far, and the effectiveness of any tie-up between original package and its reproduction is entirely lost. Such camouflage seems entirely unnecessary and is hardly in accord with good advertising.

Package Consciousness

One of our contemporaries recently stated a belief that "package consciousness can be overdone." For a long time we have thought about this word "consciousness" which has held almost a favored place in the vocabulary of those who speak in advertising language. It seems that to make the public "conscious" of this product or that product—and thereby automatically increase sales—is a "consummation devoutly to be wished," a mark to strive for. Webster (the copy we thumb over now and again) devotes something over a third of a column—three columns to the page—to setting forth the definitions of the word. One may take his choice. Inclining toward simplicity,

we choose "a form of mental activity," and then follow this with a more elaborate definition, "the totality of conscious states connected with any single organism, as a man, or with any group of mental factors closely interrelated, as one of the personalities in the phenomenon of multiple personality; a mind; a single mental life; also, any analogous totality attributed to a social organism; as the mob *consciousness*."

We are ready to grant that packages, many of them, are overdone or overdressed, but on investigating these it is usually found that the reason for this can be attributed to the ego of individuals or a misconception of what constitutes the saleable package. "We've got to sweep the public off its feet"—and there results a package that defies all laws of attractive or sensible design. But the experienced designer knows intuitively or as the result of his training just what or what not the public will accept, and is thereby able to avoid overdoing or overdressing.

If we are willing to class the buying public as a group of morons who will passively accept the ornate and the bizarre (which we are not), it must be admitted that there will be a big market for the packages that are replete with non-essentials of design and assembly. But such does not hold true in actual sales. The accepted packages are those which meet the demands of the public for sensibleness and attractiveness. And manufacturers who use packages realize this more and more as they check up on the sales of their packages.

No, we don't believe that package consciousness, as we interpret it as applied to user or buyer, is being overdone, or can be for that matter. There is a little too much sense in selling and buying as they are practised today. "You can't fool all the people all of the time."

Science Plays with Package Materials

Now we learn that the human system is to undergo a series of experiments to determine the food value, as "roughage," of transparent cellulose. This material has been tried, successfully, on rats at Cornell University; it is reported that, in animal nutrition, this product of the synthetic laboratories is better than bran. Then, in Germany, cellulose is successfully converted, in laboratories, into a fairly sweet sugar, and is made commercially into food for animals in that country.

Another news dispatch tells us that a new plastic substance made from sugar is now being produced in various forms of "a hard, glasslike mass, white transparent rubber, cellulose, and transparent package wrapping material."

So we who have been thinking of certain packaging material as a means of protecting or wrapping food products must now consider its value as a diet, and vice versa. Such ventures into the realms of science should help considerably in the efforts of those who are seeking to simplify modern existence and confine human effort to the least possible exertion.

Flowers for the Capper-Kelly Bill

With the decision of the Federal Trade Commission last month that price cutting should not be settled by legislative measures, the Capper-Kelly bill is relegated to the realm of unsuccessful attempts. As reported in the February issue of MODERN PACKAGING, when this bill passed the House in January of this year, the amendments with which it was saddled were such as to render the measure practically ineffective. It is not surprising, therefore, that the Commission, having also the opinions of several manufacturers—the majority of whom expressed themselves as opposed to the bill—ruled thumbs down when called upon for a decision.

At best the bill could function only as a permissive measure. There is no compulsion that a manufacturer maintain the resale price of his product; he merely is furnished with an option to do so if he chooses, providing he complies with certain requirements stipulated in the bill. And even then there is nothing to stop the predatory price cutter from "upsetting the apple cart" if he does not choose to submit to the conditions set forth in the measure.

So the question of price fixing or price cutting is again back where it started—square in the lap of business itself—to be settled by those who can reach an orderly and satisfactory mutual agreement.

The Silver Lining

Economists and other business prognosticators tell us that, following each depression, there emerges a new crop of industrial and financial leaders, that the period during which many businesses suffer reverses is an occasion for "spot-lighting" others—a silver lining to the cloud, so to speak, although not so comforting to those who are superseded in their place in the sun.

The packaging industry has been one of the few to escape many of the discouragements that have characterized the business doldrums of the past two years. To be sure, certain groups which constitute its structure have had to suffer, but the general business of package making and sales of goods in packages has progressed. So that with the expected "return to normalcy" it can be anticipated that even greater advances will be made in the use of packages and that those contributing thereto will benefit.

Being modest in our opinions, we hesitate to say just what position the packaging industry will occupy in the new order of importance. However, it has always been our contention that the package is unequaled in its function as a means of merchandise distribution. Continuing in this belief and viewing all factors that make for commercial progress, we feel confident that the period ahead promises still greater accomplishments for the entire industry.

H. A. Gherstman.



WHERE ONE SALE WAS MADE PREVIOUSLY, PRODUCTS SUCH AS THESE NOW EFFECT TWO. THE SHEER FORCE OF THEIR PERSONALITY THROUGH THE MEDIUM OF EFFECTIVE PACKAGING CREATES CONSUMER DESIRE. A TYPICAL EXAMPLE OF "BEFORE AND AFTER" IS ILLUSTRATED IN THE PAPER NAPKINS SHOWN IN THE CENTER OF THE REPRODUCTION. THE CANDY BOX AT LOWER RIGHT SHOWS A RECENT METHOD OF PACKAGING THIS PRODUCT. THE SUBSTITUTION OF TRANSPARENT CELLULOSE FOR THE LID CARRIES MORE THAN ONE APPEAL TO THE CONSUMER

Package Specialists Create Preferences for Products

By Dorothy G. Seaman

"Charm in women, no matter how attractive their personalities, is enhanced by relevancy in dress," declares one advertising agency, and, because they specialize in packaging, they add, "and just so it is with merchandising." With due apologies to a famous radio duo, we say, "Check and double check!"

Think, for an instant, what clothes do for the woman! Cinderella in rags and tatters on the hearth-stone and Cinderella in satins and laces at the ball were one and the same person but what a difference correct and attractive attire made in the fortunes of that legendary lady! Appearances count, be it with princes and the court or packages and the public.

A fitness of attire, when dictated by real beauty in

color, line and material, will lift anybody or anything out of the commonplace. And this fitness as applied to packages, what does it mean? Haven't you seen articles which appeared over-dressed in their gaudy, blatant and flashy wrappings? Didn't you question their genuineness, feeling that perhaps they had something to conceal? These are examples of unfitness, while, lined up in contrast, are the countless dignified and attractive packages which are displayed on every side. Tying a pink ribbon to the tail of a mangy pup may attract attention to the animal but it will convince no one that a pedigreed dog lurks behind the decoration.

Competition in the merchandising field is so keen today that each manufacturer feels that he must employ every means at his command to create a preference for his particular product. And "what is the poor man to do" when he finds that suitability, sanitation, style, attractiveness and color as well as psychology, inventive genius, artistic ability and merchandising training are all to be taken into consideration in selecting the marketing apparel for his wares? The only answer to this modern question seems to be "Call in the packaging specialist and tell him your troubles."

To aid in the solution of such problems, at least one concern, the Du Pont Cellophane Company, has organized a package develop- (Please turn to page 58)

Our Own Gift Assortment

Manufacturers of transparent cellulose are missing a good bet in not following more closely the trend in feminine fashions. Oh, yes! What with voluminous skirts and waist-line flairs, havoc is wrought on the poor, defenseless sex by merciless winds and efficient underground ventilating systems. Over-skirts of transparent cellulose? What could be more satisfactory? A twirl, a snap, milady is all prepared for those natural and artificial breezes and still present a figure in the height of fashion.

A **Philadelphia daily** of April 26, 1861, advertises in half-inch space, "Jersey Leaf Lard, extra fine quality for family use in neat 22 lb. packages for sale by Samuel Colton and Sons." Obviously the Pack Age of the package.

And, speaking of the jumbo size packages, although not for family use, there's the merchandising hook-up which offers waffle-venders an electric waffle-baker with a 50-lb. drum of Pillsbury's prepared waffle flour—which is no mean way for drumming up business for flour re-sales.

Scene from a movie film? Play? Picnic? Shades of our conservative ancestors!—it's the latest garb for female workers! Can we credit the current national depression to this? But the Cambridge Paper Box Company, Cambridge, Mass., says that it gives their



operators at least one more interest in their work. Does the background hold idle but interested males? They haven't been heard from yet! Photo courtesy of the "Boston Traveller," who were quick to snatch at this latest modern idiosyncrasy for the edification of staid New Englanders.

Nominated for the attention of the food packers and can companies: a container divided into four nested compartments, each carrying the prepared ingredients for a meal—f'rinst, roulade of beef, creamed brussels sprouts, potatoes O'Brien and plum pudding.

Klip-Spoon, Inc., offers to bottlers of medicines a spoon that clips on to the cap closure, and it seems to us that someone should develop a sardine key to go with the caps on forbidden flasks; a key that offers a quarter-inch, elusive hold to eager, thirsty fingers.

Attending a sales conference, O. B. Joyful heard the salesman advocating the employment of a certain salesman. The G. M. grunted at the salary and the salesman said, "He's worth more money—he'll get more business." When the type of package was mentioned, the salesman believed the price of the container was too high. G. M. countered with "It's worth more money—it'll get more business." O. B. reports that the same point won both arguments.

Disston's lends enchantment to the new manicure file they are producing—the blade is slipped into the handle for safety to clothes or handbags. The next step in modern packaging—when a sales stimulant is wanted—is now ready for test, all neatly filed in this department's treasure chest.

As an example of "full line production," where items are entirely unrelated in design, it would be interesting to note the present sales of Seabury & Johnson and the results following a re-designing of their packages. Perhaps a boxmaker, bent on business, will make the most of the idea.

Opening the Druggists Circular Buyer's Guide for May, at random, we see an illustration of Imported Preparations. The foreign packaging, including a toothpaste, is shown in its nineteenth century Ineffective Technique—Four out of five have I. T.

A tie-up and buy-up that boomed business for all hands was the Pepsodent give-away of over a million bottled samples with wrappers from two of their toothpaste tubes. That's our idea of a business building campaign that had teeth in it.

From Elmira, N. Y., comes word of the Brushless Shave, a product of the Frostilla Co. With that name, why not a "cool shave?"

[illegible]

	15/19/10	20/20/11/23
Yes:	46	34
No:	4	9
Unreported:	3	10
	24	3
	8	11
	7	12

A Survey of Packages

Conducted by Research Department, Modern Packaging

For the purpose of obtaining information that would establish definite trends in package and packaging work, MODERN PACKAGING recently sent out a questionnaire to a number of companies of known importance in the packaging field. The results of this questionnaire are now tabulated and shown on the opposite page and will, it is believed, be of interest to readers.

In the forms sent out it was aimed to make the inquiries as simple as possible so that the filling out of the same would not involve any great effort on the part of the manufacturer. But in several instances, due to the various types of packages used, the lack of available data and other causes, it has not been possible to obtain a complete report from every reply. However, as expected, certain definite trends are indicated in this reconnaissance and any subsequent studies will, of course, amplify these findings.

Fifty-three returns were received, these being distributed among fifteen groups of industry. Seventeen types of containers were stipulated, although in many cases it is known that others are being used, and therefore the total number of packages produced annually by all of the companies so reporting should be greater than that shown on the table—530,465,000. It will be noted also that eighteen companies omitted any report of annual production.

Forty-six companies or 87 per cent stated that they had changed their packages since 1927, and in these changes thirty-four of them retained certain of the old or characteristic design features of the former packages. The nature of these changes—size, shape, decoration and materials—is checked and totaled on the chart. It will be apparent in reading the reasons given for changes that these may be summarized in two stipulations: to secure more attractive appearance, thereby effecting a greater increase in sales; and a desire to decrease production expense.

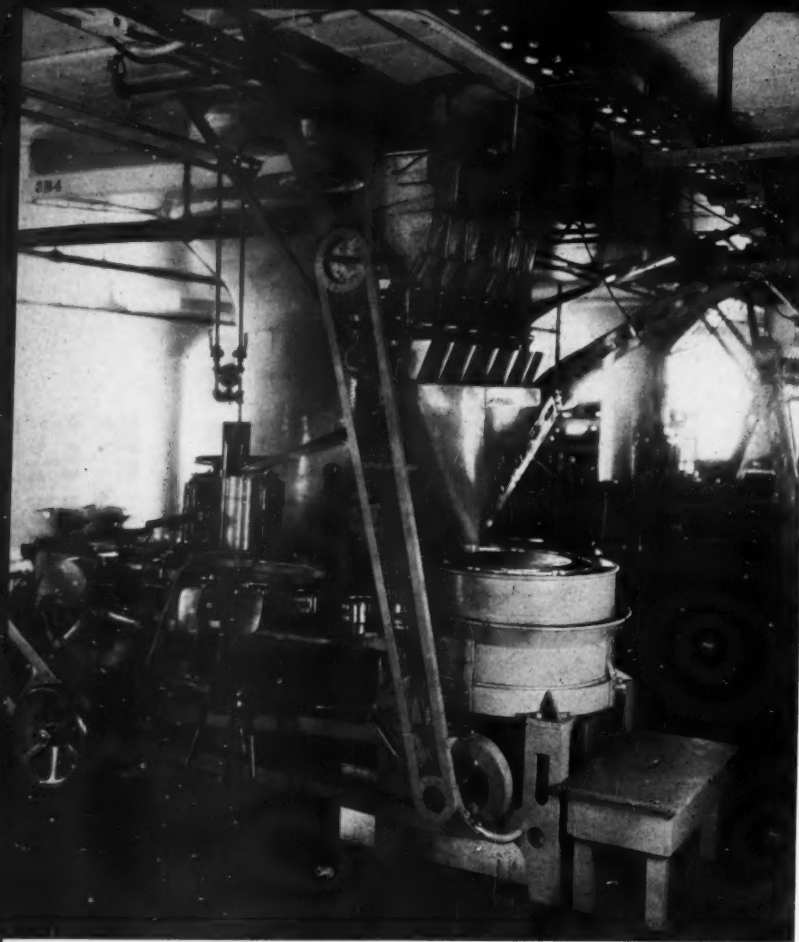
Thirty-nine companies or 73 per cent stated that package sales had increased since 1927, while eleven companies made no reply and three reported no increase in such sales. Twenty-four companies, or 45 per cent of the total, attributed an increase in sales directly to their changed packages although only six would stipulate such increases. Among several supplementary replies which were received in reference to the question of increased sales, the following will serve to express a situation which probably exists

with many of those companies, and it is to be expected that future surveys of this sort will include more data in this particular.

"In so far as an increase in the sales of our product since 1927 is concerned, the answer to this does not work into the possibilities of changed packages sufficiently to warrant giving you any figures, due to the fact that our line has increased materially on novelties, and has not increased anywhere near as much on staples. To be sure novelties have been much more attractively packaged, and unquestionably this accounts for their success. It is difficult, however, to determine the corresponding information in regard to staples. Our staple dress has been changed so recently that we are truly unable to give you a very good picture in this regard, but believe that if you are searching for information six months to a year from now that we can have some interesting figures for you along those lines."

In reporting on packaging operations, thirty-four companies or 64 per cent stated they had made changes during the period under study, twelve made no report and seven said they had made no change. All but four of the total of fifty-three companies stated the methods used in the operations of filling, sealing, labeling, wrapping and cartoning, for wet and dry products and for mechanical and manual methods. The totals on each individual operation will be found on the chart at the bottom of the column pertaining thereto. It will also be seen that of the forty-nine companies reporting, thirty-six are making use of both manual and mechanical methods, seven employ mechanical means exclusively, while six use only manual methods. Referring to the products, twenty-one companies are manufacturing both wet and dry products that are packaged, twenty-two companies make dry products exclusively and six produce only wet products.

As before intimated, this survey will serve as a basis for future study and elaboration. In its present form the compilation is of value mainly as showing the trend toward improved design in packages and the further mechanization of packaging methods. But it can be extended to furnish more intimate and usable data for the service of manufacturers of packaged goods. It is the intention of MODERN PACKAGING to continue such a study. Comments and suggestions from readers will be most welcome.



A UNIT IN THE HILLS BROS. PLANT AUTOMATICALLY WEIGHING, FILLING AND PACKING COFFEE. IN THIS OPERATION THE CANS ARE PACKED UPSIDE DOWN

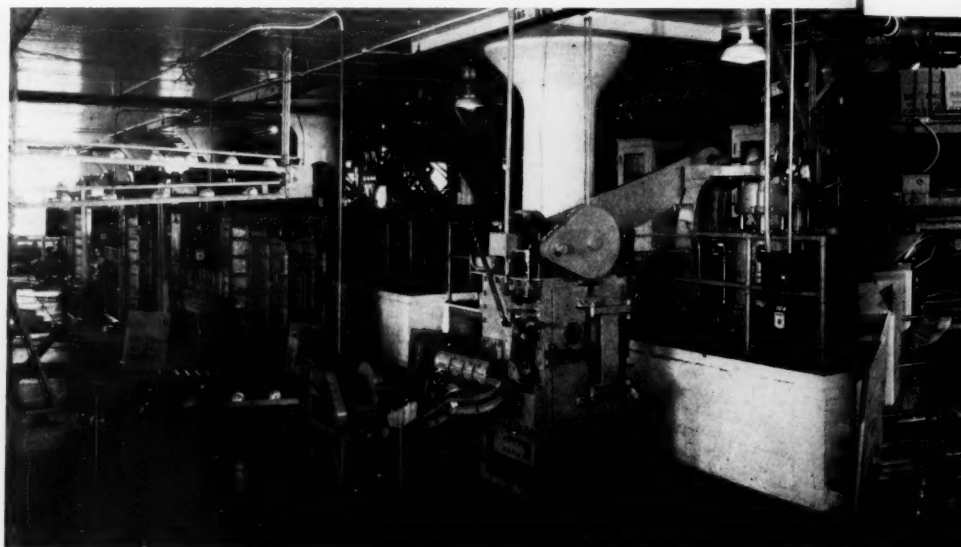
Packaging Coffee— the Nation's Favorite Drink

By Walter V. Woehlke

IN A DOUBLE LINE ONE-POUND CANS OF HILLS BROS. COFFEE TRAVEL TO THE VACUUM CHAMBER AND WHEN DISCHARGED A DOUBLE SEAMER GIVES THE FINAL SEAL TO THE PACKAGED PRODUCT

Successful national distribution of food products is based on the rigid maintenance of high, uniform quality and unvarying flavor. Be it beans, bacon, biscuits or beverage, the basic factor of food merchandising on a national scale is uniform quality and flavor. And the effect of the right package on this factor is probably most pronounced in the national merchandising of roasted and ground coffee.

The roaster and packer of a brand of coffee distributed on a country-wide scale faces a most difficult task in maintaining a uniform standard. First of all, he must create a blend that will please the palate of the largest possible number of coffee consumers. From an almost infinite variety of green coffees produced in a score of tropical countries he must select many different types which, when mixed in the proper proportions, roasted at the right temperature for just the right length of time and ground to the right degree of fineness, will produce a beverage that will induce the consumer to come back for more of the same kind. When the packer has this perfected, his real difficulties begin.



Uniformity of taste, flavor and quality must be maintained, yet the character of coffee, even sometimes from the same plantation, varies from year to year. Nor can these variations be detected by the scales, nor by the retorts and tubes of the chemist; they defy scientific analyses. Only the expert coffee tester, knowing the result he wants to attain, is able through his senses of taste and smell to detect these variations, to select from the endless numbers of types the needed ones and to determine with remarkable accuracy the proportion of each type necessary to make up the predetermined blend.

That is only the beginning though. Green coffee has practically no taste. In order to produce the popular beverage, the coffee must be roasted. And the roasting must be done carefully, with the right degree of heat applied for the right length of time.

Then the roasted coffee has to be ground to the right degree of fineness. But when it is so ground and comes in prolonged contact with the air, oxidization takes place and its quality deteriorates rapidly. That was the obstacle encountered years ago by Hills Bros. when they endeavored to fill a widespread demand for their coffee which had earned an enviable reputation in the local market.

The Hills brothers, Austin H. and Reuben W., arrived in San Francisco from their native New England in the early seventies, during the days of the hectic Comstock boom. In 1878 they founded the firm of Hills Bros., constantly building and enlarging their coffee business on the basis of sustained quality. In July, 1900, they pioneered the modern packaging of coffee by placing the roasted and ground product in a tin can from which the air had been exhausted and from which it was excluded. They originated the vacuum process of packing coffee. By exhausting the air from the container and hermetically sealing it, they prevented oxidization of the ground coffee and were

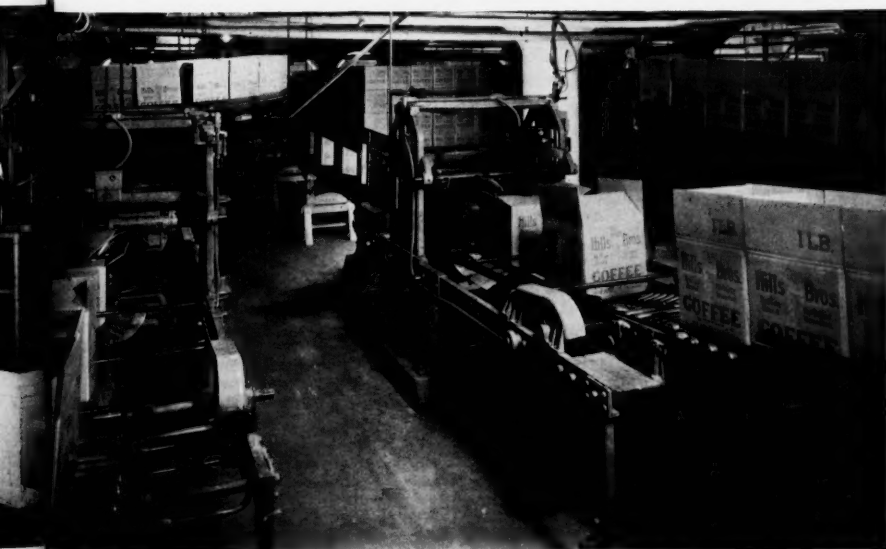
thus able to rest assured that the quality and flavor of the product would be unimpaired by the long periods that often necessarily elapse between production and consumption.

The business of Hills Bros. expanded until it became national in its scope. With the expansion of the business frequent enlargements of the plant became necessary. In 1925 the present structure was erected. It was designed, built and equipped solely for the roasting and packing of coffee; structure and equipment reflect the accumulated experience of nearly half a century.

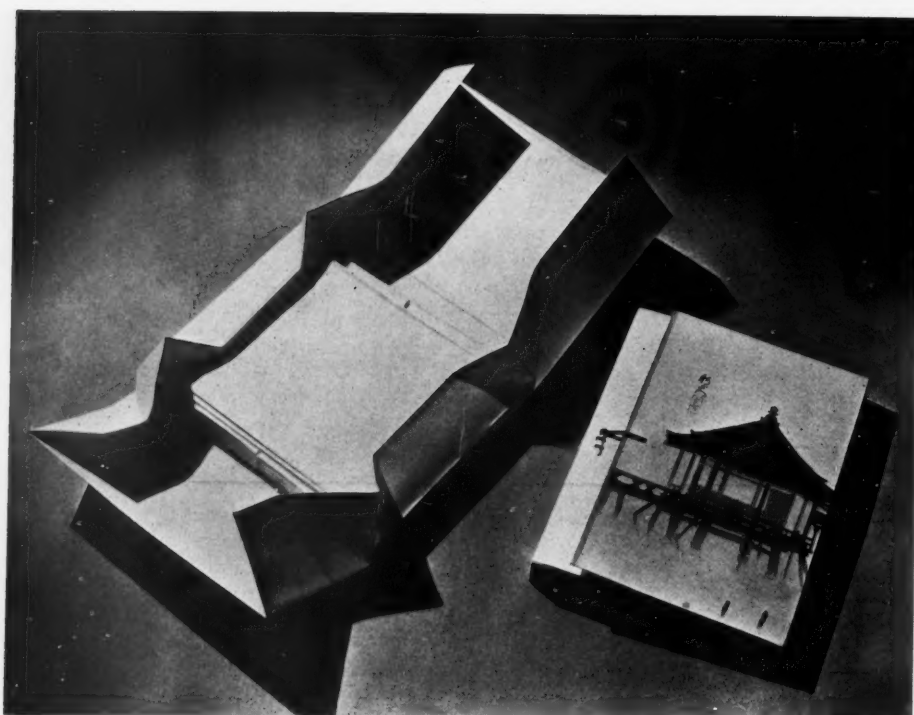
This plant, a six-story concrete-and-brick building surmounted by a ten-story tower, has a floor space of 260,000 square feet or almost six acres. It overlooks San Francisco's busy waterfront and is amply served with spur track facilities for the handling of incoming and outgoing freight. Arriving from shipside in trucks, the sacks of green coffee slide down a chute into the basement where they land on a shoulder-high platform from which they are transferred without lifting to hand trucks. This platform is characteristic of the forethought of the builders; everywhere in the plant heavy manual labor is reduced almost to the vanishing point. The entire plant is so designed that mechanical appliances and gravity do the work under expert human supervision.

As the sacks are received, each is sampled, weighed, tagged and sent to the green-coffee storage. On the basis of the samples the tester works out the blending chart for the mixing of the different types and varieties.

The actual mixing is done through an elaborate system of steel tanks or bins, the system extending from the basement to the top of the ten-story tower. On the storage floors electrically operated lifters place the bags on the overhead belt conveyor which delivers them to the cutting belt. Moving in an upright position on this belt past the workmen, (Please turn to page 68)



SPECIALLY BUILT AUTOMATIC CASING MACHINES PLACE THE FILLED CANS OF HILLS BROS. COFFEE IN CORRUGATED SHIPPING CONTAINERS WHICH ARE CONVEYED BY BELT TO SEALING MACHINES WHICH SEAL THE TOP AND BOTTOM



An Ingenious Bit of Japanese Packaging

By Harrison Elliott

A clever piece of Japanese ingenuity in the packaging of personal stationery is shown in the accompanying illustration of a Japanese papeterie item recently imported by the Japan Paper Company, New York.

This portfolio box completely unfolds in an attractive manner permitting easy access to the neatly packed sheets and envelopes. The ivory pin with its silk braid is a secure fastening device, and incidentally is a touch of ornament in true Japanese style. The box is lined in a delicate pastel color, blending harmoniously with the soft hues employed in the large Japanese design on the cover.

For travel use this kind of packaging is a most convenient accessory, its size and slimness making it easy to pack in any bag. And on the writing table the box combines practical utility with a decorative value of high order, and lends an exotic note. The native Japanese design, an interesting color print, is repeated in miniature on the paper. The delicate color harmony of the ensemble is rendered with true Japanese artistry and a fine regard for color values. It is an intriguing element in the design of the package.

The container has a practical usefulness after the original contents have been consumed, as a receptacle for dainty articles of feminine use. This further function of the container, beyond the first appeal to the purchaser makes it a pleasurable possession long after the contents have served their purpose.

The entire item presents a refreshing appeal and because of its unusualness will be a welcome addition to the stationery numbers now on retailers' counters. For those to whom a touch of the oriental holds a charm as well as those who desire something entirely different, this item will strongly appeal. The repetition of the motif on the paper itself has a fascination difficult to resist.

Designation of Colors by Name

THE EDITOR,

Sir:

On the editorial page of the April issue of *MODERN PACKAGING* I have noticed that you have commented on how we shall designate color, or rather you have inquired how color should be described. I note further that you desire an expression from your readers on this subject, and am taking the liberty of attaching a brief article written for another purpose that may be along the lines of an expression that you desire.

The confusion which exists in designating color by name has recently commanded no little attention on the part of merchandisers and advertisers. Descriptive terminology by which shades may be designated is entirely absent except possibly within a given industry which may have a language of its own.

Identification of odors by specific names is probably even more vague than in the case of colors. Possibly this is due to the fact that ordinarily an odor unless it is objectional is of less commercial consequence than a color. There has been little necessity for defining, or classifying odors and consequently little or no effort has been made to do so.

An accurate identification of color by name is still more difficult, even to those of normal eye sight. We all readily recognize and distinguish between red, orange, yellow, green, blue and violet. Black and white present no difficulties, but our nomenclature of the different intermediary colors and shades is usually confined to such descriptions as "dark red," "light blue" and "pale yellow."

Unconsciously, the different industries are assisting the public in color identification by adopting the chemists procedure in describing odors. Colors are being popularized and goods sold under name-colors. "Ruby-red," "navy-blue," "lemon-yellow," "olive-green" and other well-known names are readily identified with certain colors. Even "beige" which means little or nothing to the general public from a descriptive color standpoint has become so well identified with hosiery that to the average woman purchaser the name serves for the color identification.

With the possible exception of perfumes and products of that character, odor is seldom subjected to fine discernment unless offensive, and variations are spoken of in terms of strength. In most cases a slight odor is of secondary consequence, particularly if it does not affect the utility or the product. The absence of any odor is for most purposes a recommendation rather than the reverse.

Color, however, comes under a different category. A slight variation in a shade of red may ruin an entire ensemble, and yet, we have no method of describing the shade desired except by a popularized name which in many cases is coined for merchandising purposes and in itself is not descriptive of the color itself.

A great deal has been said against the use of name-

colors. Certainly, such names as "London smoke" and "Elephants breath" which were in vogue a few years ago do not convey a conception of color in any sense of the word. They were not intended to do so. They were names coined solely for merchandising purposes on the theory that the name was unique enough to popularize the color. The use of such name-colors should undoubtedly be discouraged.

On the other hand a great deal can be said for a descriptive name which actually described the color itself. "Blood red" and "navy blue" describe certain colors in a manner which the layman understands. The same is true of "lemon yellow" and "chocolate brown." Name-colors can be applied with reasonable accuracy if the choice of the name is made from a well-known and commonly used substance or product with an inherent color of its own.

This principle might, if so desired, be extended to include certain definite shades, using a letter suffix to denote one shade darker and a numeral to denote one shade lighter than the name color. Thus "chocolate-brown D" would be four shades darker than the name color. "Navy blue 2" would be two shades lighter than the name-color. Such a system of nomenclature is, of course, based primarily upon the possibility of shades, or shade approximations, being formed by the dilution of the name-color.

This suggestion is made not as a universal panacea for eliminating the confusion which now exists in the designation of colors. If our scientists are at a loss for proper definitions, it is too much to expect that the layman will solve their problem for them. Neither is it a strong recommendation for the use of name colors. But if name colors are to be used, and they seem to afford the best method of identification to date, they should be chosen carefully and with a definite regard to their meaning. Well-chosen names can be classified by shades, either as outlined above or by some other simple procedure.

G. D. KRATZ
Raymond E. Bell, Inc.
Management Engineers

R. E. CHUMASERO

R. E. Chumasero, who has been manager of the New York office of the Foxon Company, label manufacturers of Providence, R. I., died suddenly on June 4. Mr. Chumasero had been associated with the company since 1923 and was an invaluable and almost irreplaceable worker. He was widely known in church circles and enjoyed a large personal acquaintance.

A. K. Paul, president of the company, left on June 9 with Mrs. Paul for a brief trip to Europe and upon his return will take over the work of the New York territory until Mr. Chumasero's successor is appointed. During Mr. Paul's absence, R. B. Valerius of the Philadelphia office, will take care of the local business.

Washington News

"Handy package" candies—responding to active sales promotion—are gaining favor with the American public, according to the recent report of an annual survey of confectionery distribution by the Department of Commerce.

Five-cent and ten-cent packages (not including bars) of chocolates and other candies—the kind that are offered to the public in drug stores, tobacco stores, vending machines and a host of other outlets—were produced in greater volume and to a greater value in 1930 than in preceding years, although they still represent only about 4 per cent of the total output of confectionery, this report shows. The production of molded chocolate bars and chocolate-covered bars—retailing in most cases for a price in the neighborhood of five cents—showed an increase in poundage produced, although the total value was somewhat less. These two classes together represent more than a third of the total production of confectionery.

Accompanying these increases for the confectionery put up in small packages, decreases are shown in both quantity and value for all classes of the larger packages, and also for bulk chocolates, other bulk confectionery, other bars, and "penny goods."

The report is based on a survey by the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce, in cooperation with the National Confectioners' Association, at whose request the survey has been made for the past five years.

The average price per pound received by manufacturers in 1930 was 20.6 cents a pound, in comparison with 21.9 cents in 1929. Returns from 517 manufacturers, representing 86.4 per cent of the total sales show that they manufactured in 1930 a total of 1,335,617,903 pounds, and received a total of \$275,317,458.

Percentages of total sales in 1930, on the quantity basis, for the various classes of confectionery, were: Plain-package (retailing at less than \$1 a pound), 5.5; fancy package (retailing at \$1 or more a pound), 2.7; chocolate bulk, 8; bulk other than chocolate, 26.4; molded chocolate bars, 7.5; chocolate-covered bars, 27.6; bars other than chocolate and chocolate-covered, 3.8; 5-cent and 10-cent packages other than bars, 3.9; penny goods, 14.6.

It is not improbable that important amendments may be made in the near future to the regulations of the United States Department of Agriculture adopted last February, and which became operative with the 1931 peach crop, lessening the force of the words on the label: "substandard but not illegal." When field men of the Department told Georgia canneries recently that they could not pack peaches with the skin on them unless they labeled their products as above, it was claimed that serious damage would result both to canners and peach growers in Georgia and elsewhere. Canners

claimed that they would refuse to carry out their contracts and threatened in some instances to pack no more Georgia peaches.

Senator William J. Harris and other members of the Georgia congressional delegation have taken the matter up and while the present result is that there will apparently be no great damage to Georgia peaches this year, growers of other products, such as pears and peas, may also intervene in the matter in order to have the objectionable words eliminated by further amendments to the Pure Food and Drug Law. Because peaches, inspected by federal officials, which are not of the highest type with skins on them, bear the labels "substandard but not illegal," many persons are led to believe that they are unfit for use, hence will not buy them.

A conference of representatives of manufacturers, distributors and users of paperboard shipping cases, held under the auspices of the Division of Simplified Practice of the Bureau of Standards, on May 29, 1931, approved a simplified practice recommendation covering the dimensions and unit of pack for paper board shipping cases used in packing canned fruits and vegetables.

The recommendation establishes a list of 41 different sizes of paperboard shipping cases used in packing the 27 simplified sizes of cans as approved by a general conference on January 30, 1931, and which is now before the industry for acceptance. It was further recommended that the maximum number of cans packed per case for the 27 simplified cans be not more than 48.

Simplified practice recommendation R117-30, on packaging of dental plaster, investment and artificial stone, is now available in printed form, according to an announcement by the Division of Simplified Practice of the Bureau of Standards, Washington, D. C. This recommendation has been instrumental in reducing the number of package sizes of dental plaster from 22 to 3, and dental investment from 26 to 13.

The extended litigation brought in 1926 by Europaischer Verband der Flaschenfabriken against Owens-Illinois Glass Company and other defendants, has been settled by an agreement for the entry of a consent decree in the United States Circuit Court of Appeals. Under the settlement agreement, the Owens-Illinois Glass Company, the Toledo Glass Company and the Owens European Bottle Machine Company accord to the European syndicate the right to use in Europe, including Great Britain and Ireland, certain of their inventions for the manufacture of bottles. Commercial arrangements between the litigants have also been made.

VARIETY— the Spice of Wildroot Packaging

By John Winters Fleming

DISPLAY CABINET
SHOWING VARI-
OUS SIZES, SHAPES
AND TYPES OF CON-
TAINERS USED BY
THE WILDROOT
COMPANY, INC.,
FOR ITS PRODUCTS

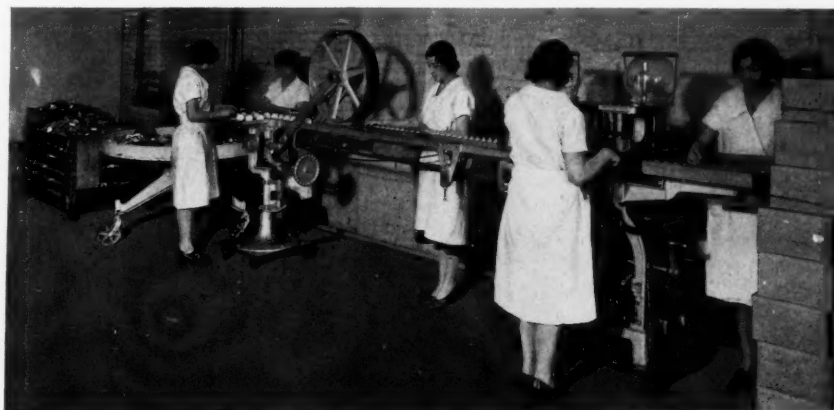


The Wildroot Company, Incorporated, of Buffalo, N. Y., manufacturer of toilet preparations, believes that variety is the spice of packaging success. The company packages 15 products in 18 sizes, six shapes and four types of containers for four markets. How such a varied packaging program can be steadily and successfully maintained without loss of packaging efficiency and without loss of product identity in the welter of packages—that is the story of Wildroot's packaging policy and practice.

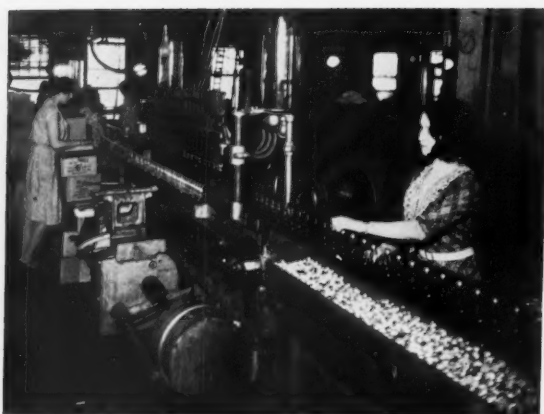
The Wildroot factory is a two-story, white stone, square structure, measuring about 175 ft. on each side, and affording about 60,000 sq. ft. of floor area, approximately 30,000 sq. ft. to each floor. The

first or street-level floor is utilized by the receiving and shipping departments, for raw material storage and for the packaging of all but four of the fifteen products. The second floor is devoted to the general offices, the local advertising department and print shop, laboratory, storage of finished products in ageing and storage tanks and the manufacture of all but one of the fifteen products.

Five different manufacturing processes are employed in the production of the fifteen products. Two lines of products involve two different boiling processes, one line involves a mixing process, another line a melting process and the fifth line involves a manufacturing line that embraces a cold process.



A UNIT AT THE WILDROOT
PLANT AUTOMATICALLY
FILLING BOTTLES WITH
WILDROOT LIQUID
CLEANSING CREAM



FILLING THE TEN OUNCE SIZE BOTTLES OF WILDROOT HAIR TONIC FOR THE RETAIL TRADE



A FILLING UNIT FOR THE SIX OUNCE SIZE OF WILDROOT WAVE SET

Eight of Wildroot's fifteen products are made by the cold process, as follows: Into huge, electrically-agitated kettles are introduced oils, distilled water for dilution, alcohol bases and other essential ingredients. In these kettles the various ingredients for the eight products are automatically and uniformly mixed, cold.

After the requisite cold mixing, the liquids are filtered, chilled, refiltered, rechilled—through five filtering steps using both fibre pulp and handkerchief linen filters. After the last filtration and chilling, the finished products are piped to glass-lined ageing and storage tanks. All this takes place on the second floor directly above the first-floor packaging machines used to package these eight products.

By this cold process the following eight Wildroot products are made and later packaged in the 16 sizes and two types of containers:

Wildroot Hair Tonic, packaged in quart, half-gallon and gallon tins for the barber shop and beauty parlor trade (two 10-oz. glass stand or display bottles being given free with each gallon tin purchase, an effective manifestation of package advertising and merchandising); in 2½-oz., 5-oz. and 10-oz. bottles for drug stores, and in one-ounce bottles for five-and-ten-cent stores.

Wildroot Wave Set in quart and gallon bottles for the trade; in 6-oz. and 12-oz. bottles for drug stores, and in two-ounce bottles for five-and-ten-cent stores. Wildroot Lincohol (rubbing alcohol) in 8-oz. and 16-oz. bottles for drug stores. Wildroot Skin Lotion in 4-oz. bottles for drug stores.

Wildroot Quinine Bouquet Tonic and General Toner in gallon bottles for the trade and in 6-oz. bottles for drug stores. Wildroot Hair Dress in 16-oz. bottles for the trade and in 6-oz. bottles for drug stores. Wildroot Toilet Water in 14-oz. bottles for the trade and in 6-oz. bottles for drug stores. Wildroot Hot Oil Treatment in 16-oz. bottles for the trade and in 6-oz. bottles for drug stores.

One boiling process, utilizing three high-pressure, steam-jacketed, and vast vats, is used to manufacture Wildroot Taroleum Shampoo and Wildroot Coconut Oil Shampoo. After this boiling process, followed by cooling, these liquid shampoos are piped to ageing and storage tanks whence they are piped down to the first-floor packaging units to be bottled in gallons for the trade, in 6-oz. bottles for drug stores and in 2-oz. bottles for five-and-ten-cent stores.

By this same boiling process Wildroot Cake Soap is manufactured in 2-oz. bars, stamped at the rate of 125 bars a minute on an automatic soap stamping unit, paper-wrapped by hand, and hand-packed three bars to a carton—one of the four Wildroot products packaged on the second floor.

Wildroot Talcum Powder and Wildroot Waving Powder are manufactured in a small room set aside for the purpose in a corner of the second floor. From



ONE OF THE DIRECT MEASURING TYPE BOTTLING UNITS FOR FILLING QUART, HALF-GALLON AND GALLON TINS

a colloid mill, where the powder ingredients are ground, the ingredients are funneled into an automatic mixer where they are mixed and bolted or sifted through Japanese silk.

After this powder mixing and sifting, the finished powder products are run into either a semi-automatic unit for filling the talc or into a factory built unit for filling waving powder. After filling, the packages are automatically crimped and capped. Wildroot Talcum Powder is packed in 14-oz. cardboard oval shakers, metal-necked and capped, for the trade only. Wildroot Waving Powder is packed in two-ounce oval cardboard shakers, also for the trade only. These two powders, along with the cake soap and marcel wax, are the only Wildroot products to be packaged on the second floor.

The melting process is used in the making of Wildroot Marcel Wax. The ingredients are melted in a great 200-gallon cooker, cooled and hand-packed into 3-oz., 8-oz. and 16-oz. bottles for the trade only—all on the second floor.

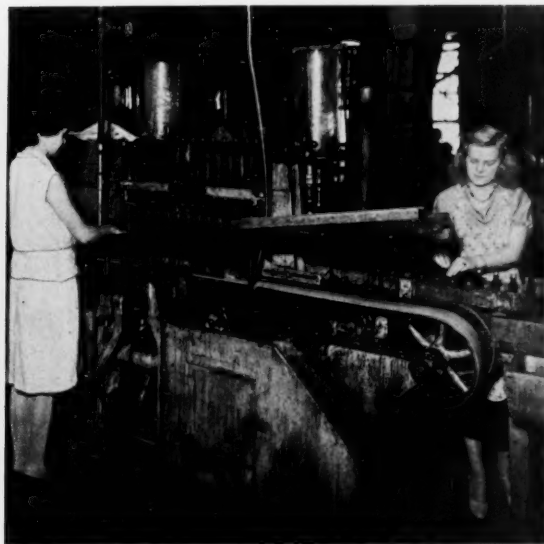
Wildroot Liquid Cleansing Cream, the only product manufactured on the first floor, embodies a boiling process. The cleansing cream components are boiled in a 99.5 per cent pure nickel kettle. After cooling, the liquid



FILLING THE OVAL CARDBOARD CONTAINERS WITH WILDROOT TALCUM. IN THE BACKGROUND THE SEMI-AUTOMATIC CRIMPER AND CAPPER



AUTOMATIC UNIT RESERVED EXCLUSIVELY FOR THE CAPPING OF SAMPLE SIZE WILDROOT PRODUCTS



THE FILLING AND SEALING UNIT FOR THE TEN CENT SIZE OF WILDROOT COCONUT OIL SHAMPOO



PACKING AND SEALING SHIPPING CONTAINERS WITH ONE OF THE NUMEROUS WILDROOT PRODUCTS

cream is bottled 40 a minute on an automatic unit. Lastly, the filled bottles are hand-capped and wrapped in transparent cellulose, the only Wildroot product so wrapped. This liquid cleansing cream is bottled in quarts for the trade, in 4-oz. bottles for drug stores, and in $\frac{3}{4}$ -oz. bottles for five-and-ten-cent stores.

In addition to the variety of sizes and types of containers already listed, Wildroot samples every one of its products in at least four sizes: $\frac{1}{4}$ -oz., $\frac{1}{2}$ -oz., $\frac{3}{4}$ -oz., and one-ounce bottles and 200,000 of these samples are sent out each month. In March, 1931, in response to national magazine advertising alone, 69,000 samples were sent out! In response to radio advertising, 10,000 samples are mailed weekly! On a recent order to Shanghai, China, 20,000 sample bottles of the liquid cleansing cream and wave set were included, purely as an advertising message!

To accommodate this tremendous sample advertising, an automatic machine is reserved exclusively at all times just to cap the samples at the rate of 80 a minute. The sample bottles may be filled on any one of the five automatic filling units, each operating at 40 fillings a minute. Two separate mailing rooms, one on each floor, is maintained solely for the preparation of these samples for the mails.

Well may one ask just how can Wildroot package efficiently 15 products in 18 sizes varying from $\frac{1}{4}$ -oz., $\frac{1}{2}$ -oz. and $\frac{3}{4}$ -oz. samples to quart, half-gallon and gallon tins and bottles; in six shapes (round, square, rectangular, triangular, oblong and oval), and in four types of containers—bars, tins, bottles and cardboard shakes—for four markets—the barber shop and beauty parlor trade, drug stores, five-and-ten-cent

stores and advertising samples? The answer is: By the strategic location of flexible packaging machinery that is easily and quickly adaptable (by the use of adjustable filling heads) to the varied sizes, shapes and types of containers.

Thus we find that eight of Wildroot's fifteen products are made by the cold process and, after manufacture, are aged and stored in glass-lined tanks. Further, we find that two other products, the two shampoos, although made by a boiled process, nevertheless are aged and stored in glass-lined tanks and are liquid in form. Hence, what could be more effectively strategic than location of packaging units directly below these glass-lined storage tanks?

That's just what Wildroot has done.

These glass-lined storage tanks, with their total capacity of more than 100,000 gallons, are situated on the second floor and are pipe-connected with the following packaging units located right below them on the first floor:

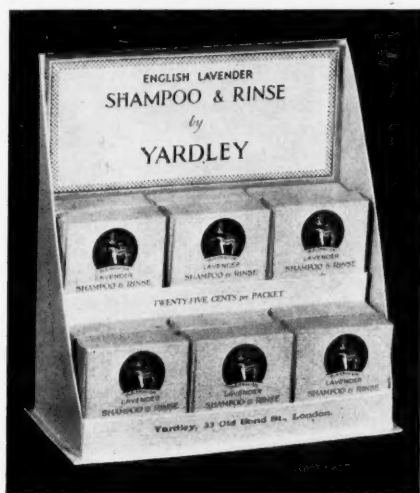
Two bottling machines and five filling machines—two semi-automatic and three full automatic types. The bottling units are of the direct-measuring type and are used to fill the quart, half-gallon and gallon tins at the rate of seven gallon tins per minute. The five filling units are used to fill—at the rate of 40 a minute—all sizes of bottles used in bottling ten of Wildroot's fifteen products. From the five filling machines the filled bottles are belt-conveyed to any one of three capping machines where the same uniform rate of 40 a minute is maintained. The only exception to the above packaging program is in the case of the sample and five-and-ten- (Please turn to page 62)



AN AUTOMATIC SEALING UNIT FOR WILDROOT SHIPPING CARTONS

Yardley Introduces Lavender Shampoo and Rinse

To round out their line of lavender scented toiletries in America, Yardley & Co., Ltd., have introduced a new product from England—a lavender shampoo and rinse. This is marketed in one package, each containing two individual glazed paper envelopes holding the shampoo and rinse powder for one complete shampoo with full instructions for use printed on the envelopes. So that there will be no confusion when using, instruc-



THE ATTRACTIVE DISPLAY STAND FOR YARDLEY SHAMPOO AND RINSE

tions are printed in black for the shampoo and in blue for the rinse.

Both envelopes fold compactly into the two-inch square beige colored container which carries in red and gold a miniature modernized version of the Yardley trademark, the English lavender sellers. This spot of color adds brightness and distinction to a smartly dignified package design, with the lettering executed in brown.

With each dozen shampoo and rinse packages a neat display stand is given as shown in the accompanying illustration. This holds that required amount of packages and carried out in the same color scheme and design, forms an attractive counter display.

Exquisiteness in a Nursery Package

(Continued from page 33) carries this figure in a different posture corresponding with the various steps in the daily care of the child. Here are shown baby in the act of enjoying his tub, powdering, exercising, waiting for those expected fresh, clean things. In each package a six-page folded insert describing the product and instructions for its use is enclosed. The front page design carries a reproduction of the pink and blue bordered diamond square and the figure in the particular posture shown on the container. A border of the floral and lattice design appears at the top and bottom of the insert and a piquant touch is given by another little figure appearing at the end of the printed instructions

and information. This repetition of design, following present trends, is also employed on the cold cream tube, which has a black phenol resinoid closure.

The 28-page booklet which accompanies each package displays the same thoughtfulness in its artistic make-up as is shown in the packages. This is a most constructive and informative guide illustrated throughout in the soft colors associated with infants. And in color scheme and design the octagon shape container for the ensemble naturally follows the same lines.

For gift purposes, this package affords a relief from the usual bestowing of baby clothes, rattles and such. Not only does its superb handling merit distinct recommendation but its practical features will strongly appeal to mothers and prospective mothers.

A Handy Kit

For the convenience of those women who prefer to give their hair home treatment, La Gerardine, Inc., New York, have put up the attractive kit shown in the accompanying illustration.

The kit with the atomizer, six combs and brush comes with La Gerardine lotion which, it is claimed, trains a real natural wave in straight hair. The product in an attractive crystal bottle stands out because of the striking green, black and white modern label. The pyramidal shape of the label heightens the artistic note and draws the eye upward to the black phenol resinoid closure, creating the impression of one complete balanced line.

An attractive rough finished silver paper covering is used on the container for this kit, lined with dull



black paper. The top of the container is extremely simple and the large area of silver is effectively set off by the small corner decorative motif. Against this surface the name of the product has decided display and advertising value. And for counter and show window display purposes, the construction of the package is an ideal background for the kit. Though made of paper, it follows the lines of expensive leather and molded containers with its hinged front.

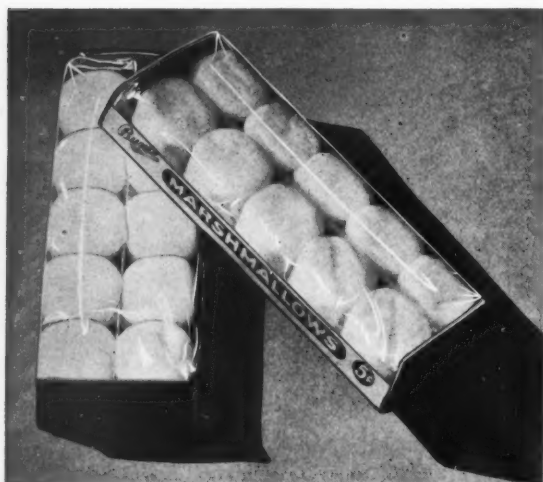
Packaging for Moths



GLEAMING THROUGH TRANSPARENT CELLULOSE, AND IN ITS DAINTY COLORFUL CONTAINER, THESE ROUND MOTH BALLS LOOK NOT UNLIKE MARSHMALLOWS AT FIRST GLANCE. AT LEFT AND BELOW ARE TWO EXCELLENT EXAMPLES OF PACKAGING MOTHICIDE

The lowly moth preventive has taken to various forms of package dress as the accompanying illustrations show. Moth-It, a product of the Pacific Chemical Company, New York, uses a charming purple and lavender tuck-in carton with window top. This product comes in two sizes, each containing 18 and 54 tablets respectively, which are wrapped in transparent cellulose. This new method of packaging is a convenience for both retailer and consumer eliminating the use of paper bags.

And in the package for Vapo Cake, from the Odora Co., Inc., New York, the handling of this mothicide is entirely eliminated. A cylindrical beige and brown container with four window openings and a round metal hooking device permits this package to be hung in the wardrobe. It is wrapped in transparent cellulose which when taken off for use, permits the odor to escape through the four-window opening. One package of Vapo-Cake permeates ten cubic feet of space.



The illustration at the left shows the new "boat" package from Bunte Bros., Chicago, which contains ten large marshmallows and is entirely wrapped in transparent cellulose, the label appearing only on the front and back in a red, blue and white color scheme.

This package is the result of a new merchandising plan by the company to provide marshmallows in just the right quantity necessary for one serving. Heretofore this product has been sold in much larger packages and a survey by the Bunte company indicated that the number of marshmallows in the new package was all the housewife needed for use in a cake frosting, pudding, pie or salad, thereby creating an appeal to the housewife's sense of economy. Each package contains a small coupon which when returned to the company entitles the purchaser to the Bunte Marshmallow recipe book.

Uncle Sam—Surveyor of Packaging Practice

By Waldon Fawcett

A new role—one momentous for the cause of better packaging—has just been added to the repertoire of the Federal star. Uncle Sam has voluntarily taken unto himself the inquisitive responsibilities of an expert analyst and impartial surveyor of packaging practice. Starting in one of the most fertile fields of modern packaging, he is staging a study and census of packaging fashions, and the causes thereof, which it is possible may, with persuasion from packers, ultimately extend to various other commodity lines and mercantile fields.

"Old stuff" may be the comment of some readers, in retort to the claim that the paternal authority at Washington is taking its first plunge in investigation of packaging preferences in relation to consumer demand. To many persons in packaging circles, who have casual contact with Governmental activities, it must appear incredible that the current program is actually an initial foray into the very heart of the subject of packaging. The average executive would be willing to swear that he has heard, off and on for years past, of governmental ventures in package exploration or package exploitation. Hence an explanation is due. Uncle Sam has, in one way and another, made contact in the past with packaging ideals and activities. At the same time, it is literal truth that only just now has the organization at Washington finally grappled with what an insider would account an honest-to-goodness, 100 per cent, packaging proposition.

One explanation of the extra significance of the present attack on the secrets of packaging is that it makes a direct frontal approach. So many of the

Package users have frequently sought the aid of various Government bureaus to obtain advice and information relative to the establishment of packaging practices. Design copyrights, conditions of packing, label specifications, studies in wrapping practice, package standards and many other topics have received attention from various Federal departments cooperating with manufacturing groups. Now Uncle Sam, through the Department of Commerce, undertakes his first investigation of "packaging preferences in the relation to consumer demand." Mr. Fawcett in this article outlines the plan and its expected results.

previous ventures have, as we might say, merely touched on the side or come in at the back door. Then again, some of the projects in the past which appeared, at cursory glance, to be studies in packaging were, actually, more in the nature of investigations of brand influence in merchandising, with the packaging angle quite subordinate. This was the situation, for example, in the interesting little study of raisin merchandising which the Department of Agriculture conducted at Pittsburgh some years since. Finally, in further explanation of

the distinctions that put the unique touch in our present news, there is the circumstance that so many of the Government's past adventures in the packaging field have leaned heavily to the technical side. Have concerned themselves, that is to say, with package selection, processing, etc., instead of the more dramatic and more human aspects of the subject of package appeal to consumers and the morals indicated for sales policy.

In one way, even this ultimate study or special census of packaging is part of a composite program of research rather than an independent project. But, at least, it is a distinct wheel within the wheel. The Bureau of Foreign and Domestic Commerce worked into its state of consciousness in respect to packaging methods as a sequel to its basic curiosity on the subject of "Costs"—costs of production and costs of distribution. To the literal-minded it must seem a far cry from cost-finding research to scrutiny of the merchandising relations of packages. But when the Costs and Operations Analysis Section of the Merchandising Research

Division got busy in a package-dependent line it didn't take long, reasoning from effect back to cause, to reveal the intimate connection between package characteristics and turnover at wholesale and retail levels.

The Commerce Bureau has been gradually growing more sensitive to the packaging factor through several "cost" studies in diverse lines of staples and specialties. It has succumbed completely to the need for specialization on the package element in what is known, officially, as the National Drug Store Survey which is now under way. In this research structure, the packaging probe stands as one of three or four major sections. Sales methods comprise one subdivision. Expenses and profits in handling goods constitute another slant singled out for attention in this complex picture. Paralleling these study projects is the interdependent one which turns the x-ray on packaging—the way in which goods are presented to the public.

Indulgence is asked of the member of the MODERN PACKAGING family who, having read to this point, says to himself: "My package is not sold in drug stores and never will be. I am not interested in packaging in that quarter." If local application were all there was to this examination of a specific class of packages the above argument would be unanswerable. But, actually, the inquiry is far-reaching—indirectly if not directly. The Federal experts are on the trail of universal, underlying principles of packaging strategy that hold good for grocery specialties or light hardware or notions just as readily as for cosmetics and proprietary remedies. Even more to the point is the fact that presumably this National Drug Store Survey is but the forerunner of a series of similar research stunts in other mercantile fields and commodity lines, with packaging having its share of each inventory. If, then, this survey of drug store packages is a pace-setter, let us examine its pattern.

In the beginning, the merchandising research institution has not formulated a questionnaire for general circulation on the subject of packaging practices. But a great many facts regarding packages in circulation are being tabulated at favorable points of observation; notably at a large wholesale house in St. Louis, which is especially suited to the purposes of an impromptu package laboratory. The stock of the modern drug store is so diverse that it was deemed impracticable to cover packages in all lines. Groups of commodities were selected which it is believed will prove both representative and illuminating. Thus selected for cross-sectional picturing of packaging are tooth pastes, shaving soaps, cough medicines, tonics, etc. Some of these groups may well have been selected because the spirit of package redesign is rampant therein. For, confessedly, the Federal fact-hunters are curious to know what changes in package "dress" improve the retail showing and operate to increase retail sales.

While the announcement of the findings of this packaging survey is some distance away, Wroe Alder-

son, director of the National Drug Store Survey, has been persuaded to give MODERN PACKAGING a synopsis of the scope of the search. Said he: "Some of the facts about each package which are being tabulated are: dimensions, basic color, trim color, whether list price is given on the package, whether size or capacity designation is placed on the package, whether other products of the manufacturer are listed, character of the package design and nature of the quality or service claims made on the package."

The results thus far attained must come as a shock to any person who has been under the impression that there is a certain uniformity in package technique in a given line. Not uniformity, perish the thought, in color, or typography, but in the nature of package inscriptions. For example, in dissecting the package ensembles of thirty different brands of shaving soaps, the Federal inquisitors found that on five only of the thirty packages was there statement of the quantity of the product contained in the package. On only six packages or twenty per cent of the total was the package designated as large, small, medium, trial size or what not. Almost two-thirds of the shaving soap packages carried neither size nor quantity designation.

With all the discussion of resale price fixing and the enthusiasm of some packers for "recommended prices," it is interesting to note that the analysis of shaving soap units will disclose that the list price is shown on nine packages only out of thirty. Director Alderson feels that there is a distinct tendency to play down the price feature since in only three instances, that is, in only 10 per cent of the package varieties, was the price displayed in bold type. This despite the fact that competitive packages in this field have a price range all the way from 25 to 50 cents and that, as also in the case of dentifrices, a few packers are frankly bidding for custom on the score of saving in price.

The Government's first full-fledged survey of packaging practices is going to record in statistical terms the current trend to glorification of the brand name on the package and to dependence on the dominant trade mark to move the packaged goods. Four-fifths of all the packages in the test group feature the trade mark name of the article. Six packages out of the thirty bear generic or general trade names—half of these informative names, words or phrases descriptive of the product while the remaining are descriptive of product-uses.

Reduced to terms of cold figures, the evidence is more impressive than any broad statement of the disposition of up-to-date packagers to feature brand names and saturate the package with the trade mark. To this end more than one third of all the packages examined showed a total of five or more repetitions of the trade mark on the individual package. Another one-third of the whole have a record of three showings of trade mark per package. Or, to put it differently, more than four-fifths of the packagers in this test class are not content with a single trade mark exposure but billboard the trade mark on two or more of the six faces of

the package. That this magnifying of the trade mark on the package is actually single-purpose concentration is attested by the fact that the manufacturer's name accompanies the trade mark on only nine packages out of thirty. And in only three package examples out of thirty does the package copy embody any mention of other products of the packager or of his full line.

It risks little to prophecy that one of the most important consequences of this survey by the Commerce staff will be the setting up of what may pass for some semblance of official standards of artistry or ornamental value in package design. In their appraisal of the thirty packages above referred to, the Federal specialists have adjudged twenty-one to be "truly decorative." Plain packages were left outside this group as were the florid designs. Not one package in three included any pictorial matter in the layout.

It appears that one of the genuine surprises of the package quiz in the drug-store environment will be the revelation of the degree to which packaging, when catering to a given taste, will run in grooves of favorite color. Generally speaking, the make-your-package-different preachments have borne fruit. Taken as a whole, the shelves of a drug store are a kaleidoscope of color. But the recent psychological studies of color seem to be causing bidders for particular classes of trade to express themselves in chorus, colorwise. Latterly, the news has been widely heralded that men, in the mass, are peculiarly susceptible to blue. So behold 17 out of the 30 packages of shaving soaps, creams or powders garbed in package attire of which blue is the base color. With similarity we find white the favorite trim color of the packages for men. Likewise the approved medium for package printings.

The study of packaging habits and its reflex of trends in packaging practice is the high light of the packaging annex of the National Drug Store Survey. In addition, however, there are other aspects of the project which will throw sidelights that will have practical value for packers. For example, consider the package-reaction equation that is embodied in study of the pulling power of drug-store windows and of various types of window display. This is a phase of investigation in which the field staff from the Commerce Department is digging deep, via first-hand research. Comprehensive checks of pedestrian traffic are being carried out at representative store locations for weekly intervals—from 7 o'clock in the morning until midnight each day. Passing pedestrians are divided into groups, such as women under 30, women over 30, etc. For each class a separate record of window reactions is kept and to further break down the information gathered, the pedestrian-response will be charted against the itemized contents of the windows. It is not too much to hope that study of drug store show windows will give packers a better bead than they have ever had on the relative pulling power of standard packages from stock, dummies, regular size or jumbos, "pyramids," display containers, cut-outs mortised to hold specimen packages and the other alternatives for

rendering window shoppers package-conscious rather than merely brand-conscious.

Why doesn't your prospect get your package on which he was sold or half-sold before he entered a drug store? This is a question which the national survey will answer, at least partially, incident to the phases of the survey which cover the internal operation of the retail outlet and the ways in which retailers' methods may affect the sales results obtained on an individual product. To create a background of factual information concerning merchandising methods, hundreds of sales transactions are being observed in both chain and independent stores. On each transaction the checker records a number of important facts such as the package and brand specified by the customer, the package and brand sold or delivered to the customer and the character of the persuasion, advice or suggestion employed by the clerk if the customer's requisition is not complied with literally.

Several separate yields of information, not heretofore approximated, are expected to result from this detective work at the counter. For one thing, the Federal eavesdroppers expect to get the most explicit data obtained to date on the percentage of customers who specify their wants by brand name or package description. They will determine also what quota of customers have difficulty in remembering the appearance of the package they want or recalling the trade mark name. Rounding out this part of the picture will be the disclosures of the causes, the chances and the costs of package confusion and the intentional and unintentional substitution of packages resulting from deficiencies of memory regarding package get-up?

Not all the investigative work, educational for packers, is to be carried on in the drug stores. Agents of the survey will call on 200 to 300 consumers in the territory of each neighborhood drug store used as an observation station. The consumer-contacts are to be made to uncover trends in consumption. On this tack, trends in package preference will have the attention of the canvassers and compilers, along with other shifts in demand-direction. But what, more than all else, packers with vision will get out of this poll of consumers is a knowledge of changes occurring contemporaneously in the use of commodities. Changes at the consumption level that should beget sympathetic changes in the methods of packaging commodities.

If the National Drug Store Survey, taking in as it does packaged lines so widely separated as toilet requisites, hospital goods, tobacco, confectionery and teas, sheds as much light as is promised, undoubtedly packers in other commodity lines will long for similar attention by the experts. What with the present economy in Government expenditures, the chances are most favorable for the groups that, through their trade associations or otherwise, will share with Uncle Sam the expenses of special surveys either by donation of clerical labor or otherwise. Meanwhile, it augurs well for the future that Uncle Sam is gaining practical experience as a surveyor of packaging practice.

Package Specialists Create Preference for Products

(Continued from page 40) ment service whose personnel might well, in this day when the term "engineering" meets with such high approval, be called "packaging engineers." Their job is not just the wrapping of the product submitted to them in the type of transparent cellulose most adapted to it. They are familiar with marketing and production; they know people and their psychology and how the styles, fads and interests of today affect them. They aspire to a seventh sense which will tell them what the public is going to want before they know themselves. To make a long story short, then, they must package each product so attractively that it will practically sell itself.

Department stores, specialty shops, manufacturers of high-grade products, and advertising agencies as well as numerous other business enterprises have a similar staff of experts in charge of their packaging departments. Is it any wonder then, with the great diversity of products, that the problems encountered by these workers range from giving a bottle of castor oil eye appeal to the mere protection of rare laces and jewels which are already "eye appeal plus."

Many are the innovations and developments which are credited to these package engineers. Perhaps one of the most remunerative is the "combination" package—the wrapping of several related articles to sell as one unit. Bath sets, toilet articles, bed linen, smoker's materials and shaving accessories are common examples, while spaghetti dinners, the ingredients for chow mein and the material and findings for a dress are among the newer developments. Packages of paper matches are given away at all cigar stands but when made up in brilliant colors and wrapped in packages they are hailed by the shopper as a novelty and promptly paid for in hard cash. The possibilities of this idea are limitless and can be applied to the selling of almost any line.

With the development of moisture-proof transparent cellulose came the solution of many other problems in packaging. Cigars, cigarettes and tobacco in all forms require eleven per cent moisture to make them pleasantly smokable, chipped beef, forty-two per cent to make it palatable and lady fingers twenty per cent to keep them fresh, and wrapping in this material preserves this natural moisture. The new "humidor" package of Camel cigarettes is an interesting example of this use of the new material. It is just as efficient a protective wrapper when used in the other sense—to prevent the absorption of moisture—and in this connection has gained favor with bakers whose crackers and cakes must be kept as baked to be edible.

In this day of economy and thrift, the container which can be used for some other purpose after it is emptied is of real interest to the shopper. Hence, the bath salts in powder jars and cocktail shakers, the jams and jellies in well-designed glass and pottery jars, the electric light bulbs in dolls' houses and the countless other "double-barrelled" units so familiar to shoppers.

The color consciousness of the modern world puts another tool into the hands of the "package engineer." Not only is this medium used extensively in the actual designing and execution of up-to-the-minute cartons, boxes and coverings but also in the dressing of an article to make it symbolic for certain seasons or holidays. A striking example is the well-known candy manufacturer who presents a certain box of his confections in a red over-wrap of transparent cellulose at Christmas, the same box in green on March 17 and again at Easter time, in yellow. Stickers, seals, ribbons, motto cards, printed papers and cardboard all lend themselves to this seasonal presentation.

Modern packaging is still in its infancy and the heyday of the package engineer is still in the future for the surface of possibilities has barely been scratched. With materials such as glass, tin, papers of all sorts and grades, transparent cellulose, cellulose caps, corks and stoppers to be used and worked over in intelligent and painstaking research and in practical testing, it is a foregone conclusion that the "packages of tomorrow" will be so attractive and intriguing that the public will no more be able to resist their appeal than were the sailors that of the famous Lorelei.

Increasing Sales by Uniformity in Design

(Continued from page 37) the general use throughout of the medallion and the two general schemes in design differentiating men's articles from women's and those for the use of the whole family.

Transparent cellulose wrappings are not used to any great extent in the men's line. There is nothing much gained in wrapping an attractive and well-designed box containing a tube of shaving cream. Of course the standard black phenol resinoid caps are used. On the other hand there are certain items such as facial tissues where the sanitary protection of transparent cellulose is worth while and where it is, of course, used.

Needless to say it is impossible, and in fact useless, to attempt to describe the packages used for each of the one hundred and fifty items making up the Macy line. This general discussion of the principles on which the repackaging program was based is about as far as it is practicable to go, but it will give a good idea as to the reasons for its being undertaken and how it was done.

The result of this idea of packaging for the purpose of identifying the line of goods and then the item in the line, has been the realization of a most attractive layout and display in the drug and toiletry department. The different harmonious colors and rich and simple, rather than cheaply ornate, design has given a distinctive character which has been communicated to the workers in the department as well as to the public. It has increased the interest of both. The sales force has been attracted to it and, feeling that it had something first rate to sell, has been greatly pepped up. The advertising department has been given something that it could talk about to good effect and the public has responded. The increase in sales tells the rest of the story.

THE GENIAL COLLEGE INN WAITER WITH HIS WIDE ASSORTMENT OF FAVORITE FOODS PACKED IN VARIOUS TYPES OF CONTAINERS. SEVERAL TYPES OF GLASS BOTTLES ARE USED AS WELL AS GLASS JARS AND METAL CONTAINERS. BELOW, THE CLEVERLY LITHOGRAPHED CAPTAIN KIDD TREASURE CHEST WITH ITS SPECIAL ASSORTMENT OF COLLEGE INN PRODUCTS

Placing a Famous Menu at the Housewife's Disposal

By Emory C. Woodward

In Chicago's Hotel Sherman there is a restaurant that has become even more famous than the hotel of which it is a part. For many years the Chicagoan has been taking his guests from out-of-town to the College Inn to enjoy good music, dancing, and—this particularly—a dinner "fit for a King." So pleased have these countless visitors been that the fame of this restaurant has spread to every corner of the earth—and thereby hangs this tale.

Some years ago the management of the Hotel Sherman began to notice that more and more of its patrons were inquiring how they could obtain this and that College Inn dish for their own dinner tables. Particularly in demand was the delicious Chicken a la King which, it is said, was introduced to America by a Hotel Sherman chef who brought the recipe from Europe.

Gradually the demand was increased and it was finally decided to sell Chicken a la King and other College Inn delicacies to Chicagoans in the College Inn Specialty Shop, located in the Hotel Sherman. The demand continued to grow, and before long the shop was being called upon to supply retail dealers through-



out the city. About the same time, another field was discovered for distributing College Inn Foods. The restaurants, lunch rooms, and soda fountains were soon being supplied with not only Chicken a la King, Chop Suey, etc., but also with College Inn cream, pork and beef gravies in bulk containers. Finally, requests began to come in from all parts of the country for these famous foods in ever larger quantities. The Specialty Shop was outgrown and the College Inn Food Products Company was formed by the Sherman management. The College Inn had made a better product and the world was beating a path to its door!

All that was something like nine years ago. Today the company, headed by Ernest Byfield, president, and Richard Eliel, salesmanager, is one of the best-known packers of food delicacies in the world and is engaged in marketing more than thirty-five different products in tin and glass. They estimate their annual output at something like fifteen million packages. Over two million pounds of chicken are used by the College Inn packing kitchens each year. One hundred and fifty thousand gallons of whole milk! Twenty-five thousand gallons of rich whipping cream! More fresh mushrooms than any other user in the world except mushroom packers!

Yet, with all this tremendous activity, the high standards of the original College Inn chefs are maintained jealously in the packaged goods. Proof of that is found in the fact that College Inn sells Lobster a la Newburgh and Clam Juice Cocktail to the cities on the Eastern seaboard; Grapefruit Juice in Florida; Tomato Juice Cocktail in Indiana; and they even ship Chop Suey and Chop Suey ingredients to Tokio, Japan! In the National Dressed Poultry Contest for 1931, College Inn carried off four first prizes.

Further proof of the goodness of these dainties is to be found in the response made by the appetite of the visitor to the College Inn plant. In the company of the genial Willard Eliel, production manager, one is treated to the spectacle of great piles of tempting chicken meat being packed by immaculate employees; white-uniformed government inspectors; glistening white tile; spotless tables and floors. There are great kettles in which creamy Chicken a la King is being prepared, and the packaging operations disclose attractively designed and carefully packed containers coming from the labelers on their way to the waiting cartons.

The packaging of these famous products is considered by the management as of equal importance to the manufacturing processes. They realize that the package is their salesman on the merchant's shelves, and great care and deliberation has been devoted to the selection of each type of container used in order that they might all harmonize. For the various products, it is necessary or desirable to

employ various containers. Soups, Chop Suey, Chicken a la King, and other College Inn delicacies are put up in tin cans. Such items as Chicken Salad, Boned Chicken, Welsh Rarebit, and the three liquid cocktails which this firm manufactures are put up in glass because of the greater attractiveness of such a package.

Of these, perhaps the most interesting are the three cocktails. All three are packed in bottles of special design, having the College Inn name blown into the glass and being shaped like the conventional cocktail shaker. Best known of the cocktails is the Tomato Juice product so popular at the present time. Its rich red color justly accentuates its goodness and is a worthy representation of the care that is spent in the processing and packaging operations. Not so well known, but equally tempting, is the Clam Juice Cocktail which is put up in the same type of glass container. The third member of the trio is the newest and perhaps the most attractive package of all. Delicious Grapefruit Juice Cocktail. A spot of vivid color is added to the golden color of the fruit juice by the presence of several large and tempting cherries floating in the top of the bottle.

These three products are all filled by the same vacuum filler which is of nickel and monel metal construction. The containers are discharged automatically and fed to the capper where White vacuum caps are applied automatically by pressure in a temperature of 205 degrees. This line gives a production of from thirty to sixty bottles per minute.

In the main kitchen of the plant large aluminum steam kettles are ranged around the sides of the room.



A UNIT AT THE COLLEGE INN PLANT FILLING CONTAINERS WITH COLLEGE INN CHICKEN BROTH WITH RICE. NOTE THE OVERHEAD CONVEYORS

In the center are the filling machines, and in the rear a double row of automatically controlled steam retorts receive the filled cans.

The cans enter the room on overhead conveyors which roll them to the proper filling units. Before going into the machines, the tins go through a washer section where they are inverted and sprayed thoroughly.

Machines for filling soups, Chicken a la King, Lobster a la Newburgh, etc., are operated at a speed of from one hundred to one hundred and twenty-five cans per minute. From these fillers, the cans go to the machines which apply the tops, traveling not more than thirty inches between machines. As they come out filled and sealed, the cans are placed in metal baskets to be taken to the retorts where they remain at an exact temperature for an exact length of time.

When the soups are removed from the aluminum kettles, they are placed in heated agitator supply tanks of Allegheny metal and are pumped to the fillers through pumps and pipe lines of the same or similar materials. In fact, throughout the plant, all metals which come in contact with products are Allegheny, Monel, nickel, or similar character.

An interesting sidelight to be observed at this point are two devices which College Inn has added to the filler which handles Chicken Broth. As the empty can enters the filler, the first of these devices drops an exact amount of rice into it. Proceeding through the filler where it receives the broth, the can emerges and is given an exact amount of hot chicken fat by the second special attachment.

Whole chickens and half-chickens are also put up in specially shaped tins which are filled to their full capacity by the addition of hot chicken broth before they are finally sealed.

A special assortment of College Inn products is packed in what is called the "Treasure Chest." Each chest is cartoned separately and consists of a cleverly lithographed tin which has the appearance of an ancient

brass-bound chest such as Captain Kidd might have used. Inside the lid is a "Treasure Chart," drawn in quaint fashion and showing where the materials for the various College Inn products are obtained. Below this are the "treasures," carefully protected by gayly colored crepe paper packing. The greatest sale for this unique package is, quite naturally, found during the holiday seasons.

The labels used on all College Inn products harmonize throughout the line and are so well known that they need not be described here. Sufficient to say that their green and orange colors and the smiling face of the College Inn waiter are instantly recognizable from the farthest removed corner of even the largest grocery store or delicatessen shop.

Not satisfied to stop with the achievement of a readily identifiable label, College Inn gives care to the design of its corrugated packing cartons and employs color on them as well as on its labels. Attractive counter cards are furnished for many of the products which employ the package itself as part of the display and encourage the merchant to use them on his counter and in his windows by their very attractiveness.

Altogether, College Inn is doing a most creditable and appropriate job of packaging. Their products have quality as their greatest appeal and the men at the head of the concern have preserved it jealously in manufacturing methods. That they have seen the necessity to preserve the quality appeal in every phase of packaging as well as processing and to carry the idea of tempting goodness even into the design of package and label, is proof of their unfailing good judgment.

The buying public has made it evident that such methods are to its liking. In 1930, College Inn Food Products sales were 35 per cent higher than in 1929. Right now, while depression wailers are moaning more pitifully than ever before, College Inn sales are well ahead of last year. "And that," says Willard Eliel, "should prove that it pays to put out a good product in a good-looking package."

A NEW PRODUCT FOR THE REMOVAL OF COLD CREAM IS THE FACE-TEX CLOTHS MANUFACTURED BY THE CAPITAL KNITTING CO., WATERFORD, NEW YORK, MADE OF SOFT KNITTED COTTON. THESE ARE PACKAGED IN THREE SIZES IN CARTONS, AS ILLUSTRATED AT THE RIGHT, WITH PERFORATIONS IN THE TOP SO THAT THE CLOTHS CAN BE REMOVED AND THE BOX CLOSED AGAIN. PURPLE AND TONES OF RED IS THE COLOR SCHEME. THE CENTER PANEL IS PURPLE WITH THE BORDER IN CERISE, SHADING OFF TO ROSE AT THE CENTER. THE CARTON WAS DESIGNED AND MADE BY BROOKS & PORTER, INC.



Variety—The Spice of Wildroot Packing

(Continued from page 52) cent store sizes which are capped on the separate unit, previously referred to.

The filled, capped bottles are placed by hand into cartons and hand packed in shipping cases, usually being loaded 24 bottles to a case. The shipping cases are then conveyed through any one of four carton closing and sealing units.

The use of adjustable filling heads, quickly and easily attached and detached, enables the same filling and capping machines to package fractional ounce sizes at one time and quart, half-gallon and gallon sizes at another. Also, by locating manufacture, aging and storage of ten of its fifteen products right above the packaging of these products, Wildroot has concentrated and systematized with utmost efficiency and economy the production of the major portion of its products.

Conversely, in the case of five products—marcel wax, talcum powder, waving powder, cake soap and liquid cleansing cream, representing four different manufacturing processes—Wildroot has wisely included the packaging of these products on the same floor with their manufacture. These five products, when compared with the other ten, form but a minor portion of the company's total production. Hence it is economical and effective to include packaging operations with manufacture.

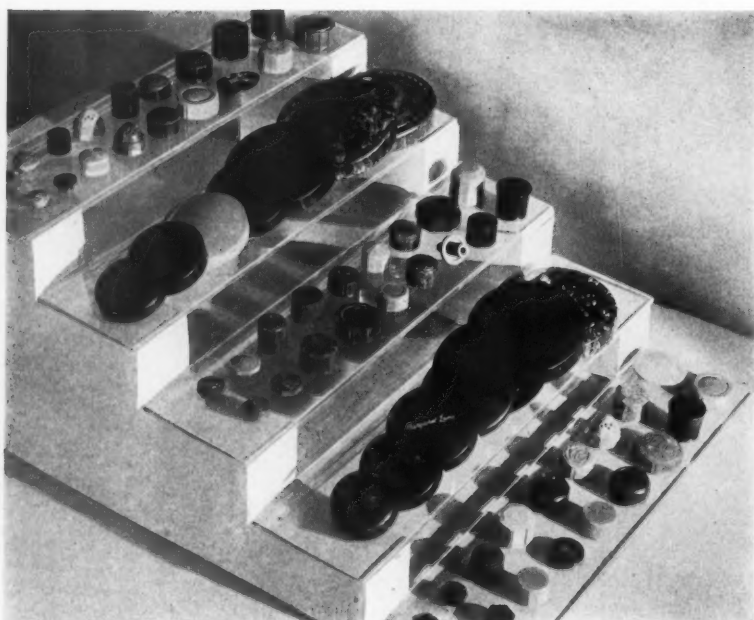
Further to facilitate packaging, the company buys all its bottles in the shipping cases. The shipping cases filled with empty bottles are received at the rear

of the factory, the bottles are unloaded from the cases and conveyed to the filling machines and the cases are carried by belt to the end of the packaging line where they are re-filled with the filled, capped and cartoned bottles, thus permitting stream-line, one direction packaging.

So much for the ways and means utilized to maintain efficient packaging despite great variation in package sizes, shapes and types. Naturally the question occurs: How does Wildroot maintain product identity amid the welter of packages and products? Briefly and simply the answer is: By establishment over a quarter of a century of a striking, easily remembered trade mark—the head of an Indian girl, a natural trade mark thought when the firm name Wildroot is considered.

Four years ago, however, the Wildroot Company anticipated trouble with the Federal Trade Commission because of the possible connotation of its Indian girl trade mark. It was realized that a product named Wildroot and trade marked with the head of an Indian girl might easily, almost naturally, lead the public to expect curative properties in Wildroot products, a logical flash-back to the days of Indian herb remedies, patent medicine shows, and the like.

Wildroot has never claimed any curative or therapeutic properties for its products and wants no trouble with the Federal Trade Commission. Having decided to change its trade mark and wishing to profit by the disastrous experiences of other firms, the company took four years to change its trade mark. First, the full head of the Indian girl was changed to a profile, then to a cameo of an Indian girl and, lastly, to a cameo of a girl, not an Indian.



SIXTY-SEVEN VARIETIES OF BAKELITE MOLDED CLOSURES GIVE A FAIR IDEA OF THE WIDE RANGE OF APPLICATIONS OF THIS MATERIAL IN THE PACKAGING INDUSTRY. THE VARIATION IN SIZE AND DESIGN POSSIBLE, THE COLORS—PASTEL, VIVID, AND DARK—EASE OF MOLDING, ARE REASONS WHY THE USE OF PHENOL RESINOID CLOSURES INCREASES, AND WHY PACKAGE MANUFACTURERS ARE ADOPTING THIS MATERIAL, NOT ONLY FOR CLOSURES, BUT FOR THE COMPLETE ENSEMBLE. PHOTO COURTESY BAKELITE CORP.

An Intriguing Powder Case

The accompanying illustration shows the display for the new Pat-Pat puff, a product of deMureau, New York, which was designed for the convenience of the so-called weaker sex in the carrying of their beautifying aids. This ingenious method of packaging might be called a complete kit and the space it occupies in a lady's bag is no larger than a silver dollar.

The flap at the top of the puff, shown in the center of the illustration, serves as the opening for inserting a week's supply of powder into the puff. When filled, the flap turns down, making a firm closure.



THE DISPLAY CARD THAT ACCOMPANIES THE PAT-PAT PUFF

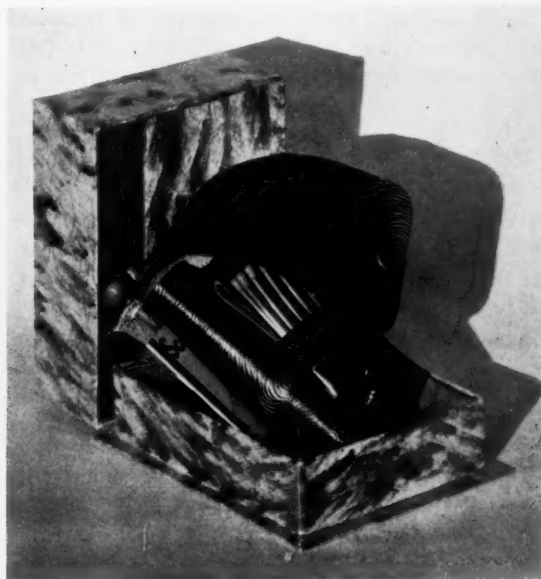
Two models of this item are made. One with a single partition for powder, and a combination case for powdered rouge and powder, with two partitions. These puffs are covered in either fabricoid or satin in various colors and color combinations and range in price from twenty-five cents to a dollar, individually wrapped in transparent cellulose.

George H. Neidlinger

George H. Neidlinger, founder of the Peerless Tube Company twenty-seven years ago, passed away on July 8 at the home of his sister. Up until two years ago Mr. Neidlinger was president of the Peerless Tube Company. Not only was he well known in the tube industry but he had made many contributions in the container field, chief of which was the introduction, sale and manufacture of the first lithographed collapsible tubes in the United States. Prior to that time, all collapsible tubes were made plain and advertising labels pasted on.

A Practical Case for the Golfer

One of the most useful novelty packages and one which devotees of the little white ball will greet with gusto is the combination smoking and golf kit manufactured by the Kippy Kit Company, Circleville, Ohio,



and merchandised under the trade-name, Par-Pack-It. As the reproduction indicates, it is really a cigarette case, made of brown leather with compartments for a match pack, four clubs and a score card. The clubs are supplied with the package. The container for Par-Pack-It is attractively covered with silver embossed paper and lined with a rough brown silk to harmonize with the product.

¶

SEEKING RELIEF AT THE BEACH DURING TORRID SPELLS DOESN'T ALWAYS RESULT IN PLEASURE. FOR THOSE TO WHOM OL'SOL IS NOT KIND, LEHN & FINK, INC., INTRODUCED THE NEW SUNBURN PREVENTIVE SHOWN AT THE RIGHT. CARTON AND TUBE, THE LATTER WITH A RED PHENOL RESINOID CLOSURE, EMBODY THE FAMILIAR LEHN & FINK TRADEMARK IN ORCHID AND RED COLORS



The Environment of the Package at Close Range

By Wilbur F. Howell
Secretary, Robert Gair Company

Some years ago when cut-outs, three-panel displays and window trims were part of our manufacturing activities, our design department experienced difficulty in visualizing our products in actual use. Having plenty of space available at the time we constructed a full-size store front, adjoining our art department. It was then possible to place our products as in normal use and accurately judge the effectiveness of their appeal. The experiment turned out to be a practical and effective aid to us.

Although our endeavor in fabricated products is now confined to folding cartons and shipping containers, we recently felt an urgent need for shortening the distance between our office and the retail store. This was especially apparent in the case of the grocery and chain-grocery and meat stores. Many packaging problems have arrived with the increase in the use of new refrigerating methods, and new fields of endeavor have been opened to carton manufacturers.

We therefore installed the complete section of a grocery store, as shown in the accompanying illustration, adjacent to our sales and promotion departments, making this entirely modern by the installation of one of the latest refrigerator counters, designed to care for the new quick frozen products. The refrigerator and shelves are filled with products made by us and those we desire to study. The whole project had enthusiastic support, with the result that an impressive and realistic exhibit was obtained.

An organization such as ours requires specialists and field men who constantly scan the market to ascertain new trends and developments in our industry.



THE "LABORATORY GROCERY" USED BY ROBERT GAIR COMPANY TO DISPLAY PACKAGES AS THEY APPEAR TO PURCHASERS

Packages now cover practically the whole gamut of this country's industry, and all this information must be passed on to the sales force. Then, too, the developments under way in design departments must be given publicity, both within and without the organization. Much of this can be done by sales letters, but no sales letter is as convincing as the products themselves, especially if they are shown in their proper environment. The store section serves this purpose admirably.

The refrigerator acts in the dual capacity of testing laboratory and demonstration case. Frozen products are difficult to handle, and only with a device such as this can the experimentation on and development of packages be pushed along without delay. To make thorough tests one must have a refrigerator equipped with accurate and adjustable thermostat control, good thermometers, and a recording thermometer. Different goods require different temperatures, and by these recording devices the most efficient temperatures can be determined and package tests made at those temperatures. When correct temperatures are determined, the testing of boxboards, adhesives used in cartons, and tapes employed on containers may be started with confidence. Then, too, as in all research work, if the main objective is scientifically sought, during the course of the investigation, by ways worthy of investigation appear and it is often through these that important discoveries come to pass.

The shelves behind the counter and refrigerator are kept filled with the latest examples of successful cartons and containers. A happy result was attained by the addition of both tin and glass-enclosed products in this display. This gives the cartons a more natural setting than we have had in any show case previously employed.

These shelves will serve also as a testing laboratory for our departments which design structure and art work. The sales strength or weakness of an individual carton can easily be determined on these shelves, for

there it must face the severe competition it encounters in the retail store. This is especially desirable in the testing of new color combinations and for the testing of comparative sizes and shapes of new packages.

While we have described at some length the profits which will accrue to our own organization from this display, the exhibit was installed primarily for its interest and profit to customers. With them it should be helpful in the stimulation of ideas while in conference, and as a laboratory in which they can put, or assist us in putting, new packages through a severe test, and in estimating value and modernity of established packages.

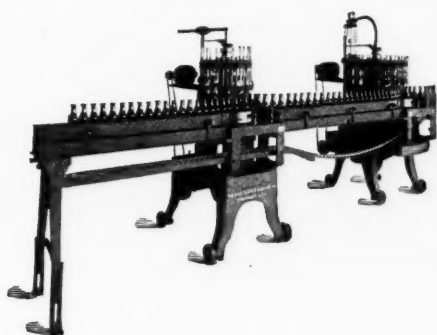
Cleaning Glass Containers—

We manufacture a complete line of equipment for cleaning glass containers—

- By rinsing
- By rinsing and sterilizing
- By rinsing, sterilizing and drying
- By blowing out the dirt.

Our engineers, who have had years of experience in equipping hundreds of plants, both large and small, can give you *all* the facts because they *know* what can be accomplished by every method and with properly constructed machinery.

Let us study your plant conditions and production problems and offer our recommendations.



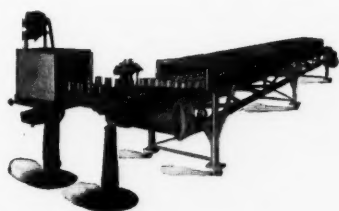
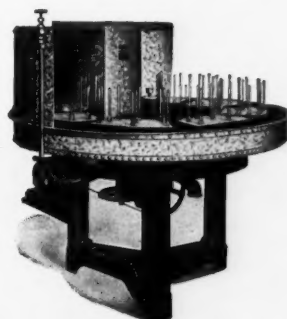
Automatic Rotary Blower

For cleaning bottles by compressed air—the modern method.

Cleaning by compressed air has been used for years by a number of bottlers of highest grade products for cleaning bottles. The effectiveness of this method for cleaning fresh bottles cannot be disputed. Illustration shows machine direct-connected to Automatic Filler. With one operator bottles are cleaned and filled and delivered to capper.

Automatic Rotary Rinser and Sterilizer

Over 1500 of these machines in use—never a complaint. Thoroughly rinses bottles inside and outside and sterilizes them with steam, if desired. The only Rinser with a patented central water distributing valve guaranteed never to leak.



Tumbler Washer and Dryer

With this equipment and one operator jars and tumblers can be thoroughly rinsed and dried bone-dry.

We also make equipments for drying bottles.

A new division of the Kiefer organization: We have a thoroughly experienced chemical and metallurgical engineer, whose service we offer to help our customers with their manufacturing and production problems.

The Karl Kiefer Machine Company Cincinnati, Ohio

London Office: C. S. duMont, Windsor House, Victoria St., London, S. W. 1, England

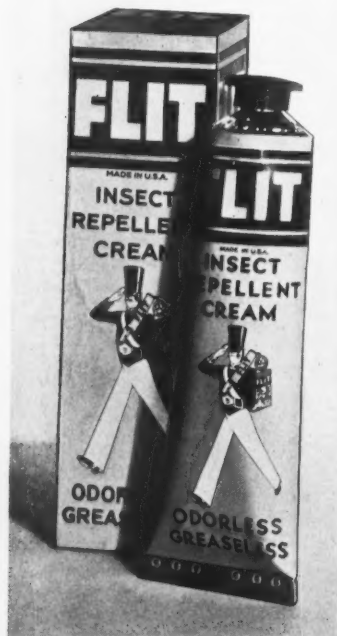
A New Packaged Product

Decorated in the familiar yellow and black Flit colors, comes this addition, shown below, to the Flit line for repelling of mosqui-

toes, flies and other merciless insects.

This new product is the result of long experimentation to perfect an insect repellent cream that would be both odorless and greaseless. Its base being the same as the well-known Daggett & Ramsdell facial cream, it can be freely applied and rubbed into the skin.

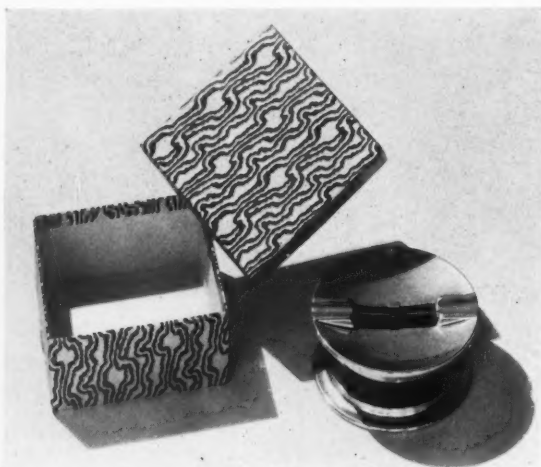
Following the trend toward harmonization in both carton and tube which has made such re-



markable headway in recent months, the Flit cream carton is the duplicate of the tube in every minute detail of design and color. The closure for the tube is of black phenol resinoid.



Black and silver are the harmonizing colors of the paper coverings for the set-up box containing the ash tray illustrated in the accompanying photograph, manufactured by Demley, Inc., New York. Made of



chromium plate, it is effective with a band of black rubber material and constructed with a sliding piece in the

center which distributes ashes and cigarettes at the bottom of the tray. Hence its name, "Clear Away."

A Novel Packaging Method

Because bathing caps up to the present time have had no display advantages and also because the new molded to the head caps lose much of their sales appeal when lying flat on the counter, a papier mache head was devised to actually display the B. F. Goodrich Rubber Company water-gear.

Offering this head in connection with the purchase of a specific number of caps opened up for the company an opportunity for packaging its product in a practical way. The shipping carton, as shown in the accompanying illustration may well be termed a utility container. Combining both display and storage features,



it is smartly designed and is actually used, originally, for shipping these caps to retailers. Because of the merits of the carton it is intended by the company that it be converted into a window or counter display. The message at front and side panels is presented distinctively with the lettering simply and modernly executed. The block effect design makes it particularly adaptable for effective display. The papier mache head fits into one end of the carton while the remaining half is utilized for holding a supply of bathing caps.



The Kraft Institute, 122 East 42nd St., New York City, has issued standard base lists and specifications for the following "odd" bags: banana, garment, nail, sugar, millinery, notion, candy and glassine bags and poultry and standard sacks. The standards on these lists have been adopted as embodying sound business principles and as meeting the normal requirements of the paper jobber's stock. Copies may be obtained from the Bag Division of the Kraft Institute at the above address.



ATTRACTIVE

The world turns to look at an attractive scene . . . whether it be a beautiful woman, far-off mountain peak . . . or a colorful, distinctive package displayed in a store window. Heekin offers you a complete service for metal lithography in colors that live with the same brilliance as the day they were fired on the metal. May we serve you?



HEEKIN CANS

THE HEEKIN CAN COMPANY CINCINNATI, OHIO

Packaging Coffee—the Nation's Favorite Drink

(Continued from page 45) the tops of the bags are slit open, they tumble over at the end of the belt and discharge the coffee through a grating into a bucket elevator which lifts the coffee to the screening and fanning apparatus at the top of the mixing tower.

From the cleaning apparatus the coffee drops through a hopper into a series of eight large steel bins, each with a capacity of 1600 bags. Automatically operated measuring gates allow the coffee in these bins to pass into four larger ones below; the contents of these four pass into two still larger ones which in turn discharge into one enormous steel bin at the base of the system. Thus thoroughly mixed by a steady and simultaneous flow from each tank, the coffee is sacked once more and stored for aging.

The next step in the process is the roasting. The effect of the roasting on the quality and flavor of the coffee is so pronounced that this operation is carried out with extreme care. As needed, the aged and blended coffee is conveyed through another system of bucket elevators to the sixth floor, the location of the controlled roasters built by the firm's mechanical department. These roasters ingeniously combine continuous operation and exact control with the principle of roasting small quantities—about three pounds—at a time. These small quantities of green coffee pass in a continuous stream through a series of superimposed, gas-fired iron cylinders which are perforated and exposed to a temperature determined by cup tests and automatically controlled by an apparatus which thermostatically governs the heat and regulates the speed of operation. Pre-cleaned air constantly circulates through the roasting coffee and removes the smoke and the fumes that arise during the "controlled roasting" process.

After roasting, sealed tubes convey the coffee to the grinding machines on the floor below. Corrugated rolls of chilled steel reduce the roasted berries to the standard degree of granulation and screens remove the chaff. In the old plant the disposal of this chaff was a source of heavy expense; in the present plant it is burned under a boiler which operates the steam-heating system and supplies hot water for the entire building.

Gravity has taken the coffee from the top of the ten-story tower through the cleaning, mixing, roasting and grinding apparatus, the latter located on the fifth floor. Through more air-tight pipes gravity now conveys the ground product to the packing department on the third floor, passing the empty-can storage shops and supply rooms on the fourth floor. An automatic process weighs the coffee into the cans which are filled and packed upside down. From the weighing and filling machines the cans travel to a clincher where the bottom end is loosely clamped on. From this preliminary clincher the cans approach the vacuum

chamber in a double line. They gain access to the chamber in which a high vacuum is constantly maintained, through a double slide valve, one side of the gate receiving a can from the clincher while the other discharges a can into the interior of the chamber.

Inside of the vacuum chamber the air is withdrawn from the can and a double-seamer seals the end on the can which leaves the chamber through another slide valve. A tripper turns the can right side up as it rolls down a metal chute to a cleaner which polishes each can.

The figure of the turbaned Arab in his flowing yellow robe, lifting a cup to his upturned mouth with both hands, has been the trade mark of Hills Bros. Coffee for many years. It originated in the early years when the founders of the firm operated the business as the Arabian Coffee and Spice Mills. The label is lithographed directly on the can.

Constant testing and recording, done automatically wherever possible, is an outstanding feature of the Hills Bros. plant and process. The contents of every bag of coffee entering the plant are tested several times before blending; the blend is tested during and after roasting; the bags are counted automatically as they are received on the cutting belt; the number of cans leaving the vacuum chamber is recorded automatically; counting machines keep check on packed stock as it goes into storage and count the containers again as they are loaded into freight cars or trucks for shipment. Even the small batches of coffee entering the roasters can't escape a mechanical census-taker's check. Thanks to this elaborate recording system each day's production can be determined rapidly and accurately and a daily inventory can be had with ease.

A machine recently designed and built by Hills Bros. extends the testing to the filled and sealed cans after they leave the packing machines at the rate of 90 per minute. This machine through a series of electric contacts check every can for vacuum and sets aside any which are imperfect in any respect or from which the spot-welded opening-key is missing.

After the cans have passed the tester, a specially built automatic casing machine places them in the corrugated shipping containers of various sizes and capacities. The machine has speeded up this process, enabling one man to do the work of four to eight hand packers. Gravity roller conveyors with a switching system carry the filled containers to the sealing machine on the floor below, a machine which seals both top and bottom of the boxes. The containers are then ready to travel on more gravity conveyors either to the loading platforms or to storage departments to await shipment.

The finished product travels by truck and rail to destinations in all parts of the country, by steamer to foreign lands, even to some of the coffee-producing countries. The constant care exercised in the selection, blending, roasting and packing of Hills Bros. coffee has enabled the firm to build up a consumer-preference on the basis of unvarying quality and superior flavor.



FOR THE
Particular Job...
"U S"---OF COURSE!

When a label job is unusually particular, it's natural to turn to "U S" . . . Bon Ami, America's life-long friend, has donned "full dress." The new bathroom package is the keynote in a campaign that opens up an immense new market. Every detail of that package had to be correct,—and it is! . . .

You, too, can safely trust such a responsibility to "U S". Every detail will be correct.



"COLOR PRINTING HEADQUARTERS"

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI
110 Beech Street

BROOKLYN
101 N. 3rd Street

BALTIMORE
28 Cross Street

Sales Representatives in 16 Cities—A Nation-wide Service.

Packages in Keeping with Merchandise Trends

(Continued from page 35) this nature in that it is the first time a reverse tuck carton has been used instead of the seal end cartons, as in the old package and the one for regular Tree Tea, shown at the right.

In selecting the new carton the M. J. B. Co., were influenced by two primary considerations. First, it was to be original and distinctive, second, it was to have a certain amount of display value on the shelf. This the designer, Peter L. Ferrari, obtained by his excellent choice of color, simple and modern design and unusual shape. And though in the latter two considerations, a departure from the standard types of tea packages was effected, the new carton is still easily recognizable as one of the family of Tree Tea products.

The color scheme is silver and green with white lettering against the green and black against the silver; the design so simple and perfectly balanced, that unless the carton is actually turned on end there is always a good presentation of the contents and the brand name. When grouped together the display value of these cartons is two-fold because of the striking effect obtained by the horizontal green and silver bands.

The ancient Egyptians, speaking colloquially, had nothing on our present generation. Now fashion and beauty demand a place on our much neglected toe-nails. If the present fad continues to make headway, what a boon for the long-suffering wearers of new foot-gear! Open-work sandals and colorful toe nails will be a common sight on public thoroughfares. And at the beach or summer resort if your toe-nails don't match or harmonize with your costume, you might just as well give up!

The American Beauty Company, New York, are the sponsors of this latest Femtoe Nail Polish, which is packaged in its various colors in a bottle similar to the new package for Comac nail polish shown at lower left of page 35. Here, indeed, is packaging that fills a real need. A phenol resinoid closure to which the applicator is attached is used on this new package. All praise to the manufacturers who experimented for years to obtain such a closure, which eliminates evaporation of the liquid and, most important, provides a convenient, economical method of applying nail polish. No more broken cork or rubber stoppers, no more waste of precious polish. The ayes have it! And to the advantage of the manufacturer, the extra tight sealing with cellulose is one less operation.

New ideas in the packaging of popular priced novelty and staple items are ever in the fore. Daily they become more intriguing, more possessed with "pick-me-up" appeal. Two such products are shown at the lower right of page 35 from the studio of Amy Drevenstedt, New York.

The package of paper napkins, with its dainty pin

dot motif in color against white and wash drawing reproduction, literally asks to be purchased. And it serves two practical purposes—its sturdy and convenient construction makes it delightfully handy while in use and for after use, a suitable container for handkerchiefs or trinkets.

The stationery box with its colorful, striped cover design is most effective for display and its contents easily accessible both for the user and for inspection by the prospective purchaser.

Paper Box Manufacturers Elect Officers

At the thirteenth annual convention of The National Paper Box Manufacturers Association, which was held

May 27 to 29 at Washington, D. C., the following officers were elected for the ensuing year: William P. Datz, Jr., president; Eugene E. Davis, vice-president; Walter H. Deisroth, treasurer; George J. Kroeck, honorary president. Directors: Louis Moser, W. J. McClintock, H. S. Scholes, Walter E. Trum and J. F. Tauscher, Jr. The following division chair-



WILLIAM P. DATZ, JR.,
PRESIDENT, N.P.B.M.A.

men were also elected: Henry J. Stecker, Western; George F. Nuss, Central; William H. Perry, New England; Harry M. Levy, Eastern, and H. T. Robinson, Southern.

According to figures given out during the recent convention of the National Confectioners' Association, analyses of package goods during 1930 showed that over 65 per cent of total package sales were in the one-pound size, yielding a net profit of 2.9 per cent of sales. Two-pound packages, totaling 17.1 per cent by volume, showed a net profit of 3.53 per cent. Packages of 4 to 8 pounds were handled at a loss in every case, though they represent only a small percentage of the total package goods sold. Miscellaneous small packages of less than a pound accounted for 11 per cent of the total sales of package goods and showed an average net loss of 18.3 per cent.

The Interstate Folding Box Company of Middletown, Ohio, has established a New York City office at 130 West 42nd St. Martin Rosen is in charge.

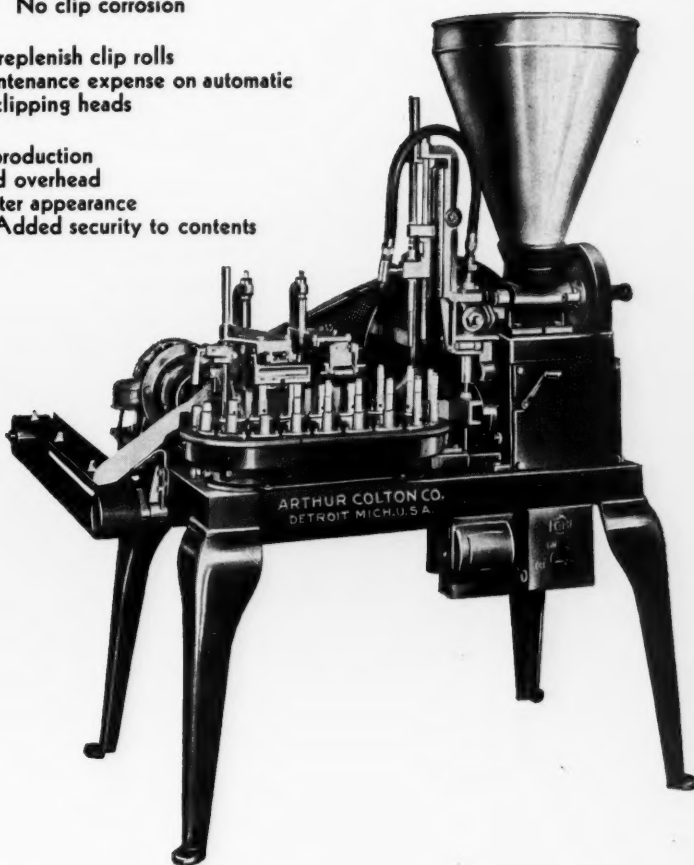
THE COLTON CLOSURE WILL PAY YOU



No more clips to buy
No clip stock to carry
No clip wastage
No clip corrosion

No stops to replenish clip rolls
No maintenance expense on automatic
clipping heads

Continuous production
Reduced overhead
Better appearance
Added security to contents



THE Colton Closure is a new method of sealing a collapsible tube, eliminating the clip entirely and giving a more decorative appearance with greater security to the contents.

It is completely formed on the new Colton Automatic Tube Fillers by making the two usual double folds, making a third fold in the reverse direction, and then securing and giving more rigidity to the folds by corrugating the folded end.

The Colton Closure is an investment which pays you dividends immediately, through savings in time, labor, and material.

Write for a sample tube and full information on our new machines.

**COLTON
DETROIT**

ARTHUR COLTON COMPANY
DETROIT MICHIGAN

Trade Literature

◆ SHIPPING CONTAINERS

BLISS BOXES. Characterized as "the strongest and most economical fibre container on the market today," the Bliss box, which is of three-piece construction, comprising a body sheet forming the bottom, two sides and top and two end panels, flaps being provided for assembly by wire stitching, is described in a recently issued catalog. This also illustrates and describes special Bliss boxes, staple remover, flange bender, single head assembly stitcher, V-arm assembly stitcher, double-head assembly stitcher, top stitcher, and side seam stitcher. H. R. BLISS CO., INC., NIAGARA FALLS, N. Y.

◆ STITCHING AND SEALING EQUIPMENT

BLISS EQUIPMENT for wire stitching and adhesive sealing of fibre containers is described and illustrated in a new catalog issued by the manufacturer. The machines include box stitchers; bottom, top and combination stitchers; corner stay, cracker caddy, bumper case and portable stitchers; special stitchers for stockinettes, candy, and wood fibreboard assembly; stitchers for strengthening can cases; adhesive sealing machines, automatic and plain compression types. H. R. BLISS CO., INC., NIAGARA FALLS, N. Y.

◆ PACKAGING MACHINERY

PACKOMATIC PACKAGING MACHINERY. Briefly described and illustrated in this 48-page catalog are carton forming and carton sealing machines, automatic net weight and gross weight scales, automatic volumetric fillers, lining machines, wax wrapping machines, cartoning machines, semi-automatic net and gross weighers, container sealing machines, can labeling machines, coupon inserting machines, boxing machines, packing and wrapping tables and special equipment. The arrangement of this information is most convenient, for the data is given in condensed form and includes only those facts which a prospective purchaser will want to know in a preliminary investigation of the available equipment. Interesting views of actual installations are shown, besides illustrations of various packages which are assembled on Packomatic machinery. J. L. FERGUSON COMPANY, JOLIET, ILL.

◆ PRINTING INKS

The Ugly Duckling, an exquisite piece of work from the International Printing Ink Corporation, New York. Drawing a parallel forcibly and interestingly between the allegorical tale of the ugly duckling and the birth and redesign of packages, this excellent promotional piece carries one through pages of most absorbing reading.

Throughout, the book is attractively illustrated in colors with appropriate tie-up illustrations. Two pages are devoted to the qualifications essential for the successful execution of the modern package which are divided according to size, shape, color, design, lettering, trade-mark, display value, consumer use and finally, ink and its properties.

◆ NEW COVERING PAPERS

TWENTY-TWO SAMPLES are included in the new Velvet-tone line from CHAS. W. WILLIAMS & CO., INC., 303 Lafayette St., New York. Eleven of these are entirely plain ranging in color from orange to black. Some striking effects are obtained in shades of rose-beige and orchid. The eleven other samples have a small clipped pattern effect obtained by smoothing down the rough surface of the suede paper.

From the A. M. COLLINS MFG. CO., 1518 Walnut St., Phila., is received five sample booklets of Velumet papers which show their attractive designs, Tangle, Velumet, Stylus, Sumatra and Floral. Each is characteristic of its name and introduces five new and sparkling colors—French gray, spring green, delft blue,

marigold and goldenrod. The line includes also lavender, buff, white and tan. The new colors are delightful and the designs are superb in their restrained treatment.

TWO NEW DESIGNS have been added to the Nu-Art Tone line of CHAS. W. WILLIAMS & CO., INC., 303 Lafayette St., New York, the Celestial and the Metropolis. The former comes in 10 effective color combinations in a large over-all, spacious motif, while the latter dominantly conveying the tempo of the city is worked out in white with a color ground. This comes in a range of seven colors.



A convenient and sensible way to file samples of fancy and decorative box papers is to group them under style classification rather than grouping them under a manufacturer's name. The Matthias Paper Corporation, 145 N. Fifth St., Philadelphia, Pa., have followed



THE FILE FOR FANCY PAPERS DISTRIBUTED BY MATTHIAS PAPER CORP.

a system of segregating the various qualities of papers in designated folders which fit into a 5 in. x 8 in. box file. In this way it is possible to group an intelligent representation of all papers available in the market. Samples of papers carried by this company are now being sent out in such files, designated by a filing number printed on each.



Hazen Paper Company of Holyoke, Mass., makers of the internationally known Phantom box papers have recently bought out the machinery equipment and goodwill of the Kalo Paper Company. The two concerns will be operated under the name of the Hazen Paper Company. Changes in the equipment are now being made to permit the manufacture of papers that are different.

Hazen Paper Company was organized in 1925 by John N. Hazen, treasurer and general manager. Edward E. Hazen actively joined the organization about a year ago and is now president. This acquisition will double its manufacturing capacity which will be devoted to a few lines of quality papers with prompt service a fundamental aim.



**THREE WAYS OF
INCREASING SALES—
MAKE THEM YOURSELF
ON THE SMACK
PACKAGING MACHINE**

You can make any one of these three types of Cellophane containers on the Smack Packaging Machine. This machine makes a double-walled transparent cylinder container with one end compressed into a concave spiral. The side seam is sealed with adhesive and a circular board cap, or any of the above closures may be used to finish the package.

Before the Smack Packaging Machine came into existence, it took 25 girls to do the work this machine does. Now one operator can turn out as many as 3000 containers an hour in the smaller sizes. The sizes of the packages range from 1½" to 3½" in diameter and from 2" to 10" in length. The machine is purchasable outright or may be obtained on lease. We'll be glad to send further information.

**THE
SMACK CORPORATION**
295 MADISON AVENUE, NEW YORK

MACHINERY — SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

New Type of Stapling Machines

The accompanying illustrations show two new types of stapling machines manufactured by the Acme Staple Company, 1643 Haddon Ave., Camden, N. J. Both of these are foot-power machines although hand



FOOT-POWER STAPLER FOR TELESCOPE CARTONS

machines are also supplied by this company, as are several other types. The No. 62 foot-power machine is said to be an ideal stapler for assembling telescope cartons (side stapling) and can be had with either an 8 $\frac{1}{4}$ -in. or 12-in. throat. The No. 62 deep arm is an excellent foot-power machine for stapling cartons bottoms up to 24 in. in depth. The foot-power feature

leaves both hands free, assuring better and quicker work.

These staplers are equipped to use $\frac{3}{8}$ -in. leg staples made of broad flat wire which are packed 5000 to a box. These stapling machines are also equipped for the handling of ten cent items which can be stapled to counter as well as window display cards.



DEEP ARM STAPLER FOR BOTTOM STAPLED CARTONS

Finding the Right Glue for a Difficult Operation

An interesting example of how "first aid" methods were used to overcome glue troubles is told by the Williamson Glue and Gum Works. A large Chicago packing concern was encountering considerable difficulty in its adhesive problem. A semi-automatic sealing machine was used to seal paperboard packages which required extra strong joints.

The boxes had become badly warped in storage, and were irregular in height, which prevented equal pressure on the sealed flaps when passing through the pressure belt conveyor. The product was heavy, dry and finely divided, so it would sift out unless the sealing operation was perfect. Moreover, a water-proof inner seal which lay close to the inside surface hindered the glue in penetrating.

All these difficulties put a special burden on the adhesive. Several other glues had been tried but without success. The problem was to find an adhesive with the proper attraction for the surfaces to be sealed, and with proper viscosity in regard to machine operation. It also had to be a glue with quick initial tack. This was



Wrapping Department in one of the Best Foods plants. The Nucoa prints are conveyed from the cutting machine to the cartoning machines. The cartons are then fed automatically to the waxed-paper wrapping machines, which discharge the finished product to the packers, who place the goods in shipping containers.

Perfect packaging helps to make it "one of the best foods"

It is one thing to make a perfect food product—it is quite another problem to get that product to the consumer in perfect condition.

The makers of Nucoa, like so many other successful food manufacturers, depend upon the wrapping produced by our machines to accomplish this important task.

The air-tight waxed wrapper, in which the Nucoa cartons are sealed, retains the freshness of the product, and protects its delicate flavor from outside contaminating influences.

Our machines are adaptable to every kind of wrapping material—Cellophane, waxed

paper, glassine, foil, plain paper, etc. We can give you the type of wrapping best suited to your product.

A Better Package—Lower Costs

If you desire to improve the appearance of your product, to give your goods greater protection, or to lower your packaging costs, get in touch with us. We can give you the benefit of over a quarter-century's experience gained in working for America's leading package goods manufacturers.

PACKAGE MACHINERY COMPANY
Springfield, Massachusetts

New York Chicago Los Angeles
London: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

even more important than rapid setting because the tacky qualities of the glue had to be great enough to hold the heavy flaps in place after the cartons left the pressure conveyor, insuring a tight seal right up to the final set.

After making careful tests, the Williamson company recommended No. 51 Paste. Several thorough trials on the machine proved that this adhesive did the trick perfectly. It has been giving such good satisfaction, that this glue is now being shipped in barrel lots to four different plants of the company.

New Design of Cap Feeder and Capper

The increasing popularity of the plastic molded type of cap closures and others of similar materials for bottles and jars naturally focused the attention of those attending the recent Chemical Industries Exposition in New York to the machine exhibit of the Pneumatic Scale Corporation.

Manufacturers of pharmaceutical and toilet preparations, food products and specialties who hesitated to use a plastic molded cap for fear suitable machinery to handle them was not available, found the answer to their problem in the newly designed Pneumatic Scale Corporation automatic cap feeder and capper.

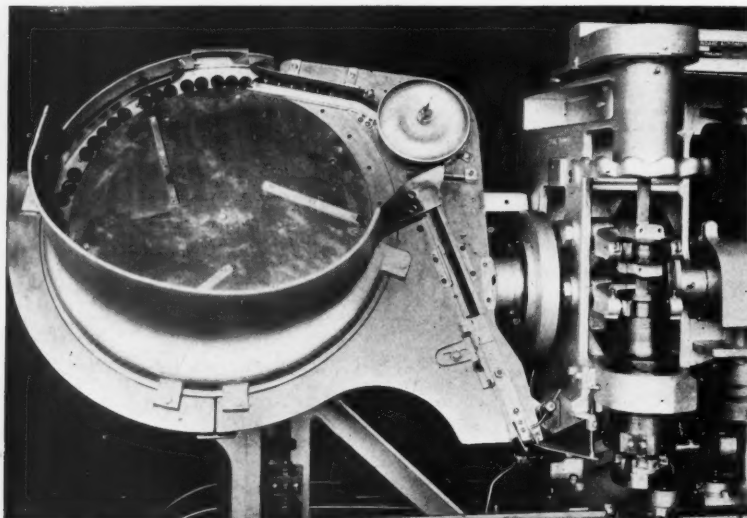
Previous types of machines to handle caps necessarily subjected them to considerable rough handling.

A brief description of the new method of handling brittle and sensitive caps is interesting. The accompanying illustration shows a close-up view of the new cap feed. The caps are carried up a path on the main or large dial, some of them right side up and some of them wrong side up, but no matter what their position as they enter the path, they are carried along and delivered from the dial into a chute which in turn passes them along to a smaller dial. This smaller dial contains an ingenious device which "flips" over all caps that are wrong side up, so that a steady stream of properly placed caps is delivered into the magazine feed at the capper head.

The illustration shows the caps going into the "flip-over" device in both right and wrong position, then emerging and passing into the feeding magazine in a steady stream, all in proper position for application on the bottle or jar by the capping machine.

This new method of feeding caps has two outstanding features which assure gentle handling. First, the caps are not wholly dependent on any device which will only pick up a cap when in its proper position; second, being able to positively feed the caps to the dial no matter what their position, permits a much slower turning of the dial, with a consequent elimination of most of the tumbling and churning so harmful to brittle and sensitively finished caps.

This cap feeding machine is fully automatic, no



FULLY AUTOMATIC CAP FEEDER AND CAPPER FOR PHENOL RESINOID CLOSURES WHICH PRACTICALLY ELIMINATES SPOILAGE AND BREAKAGE. SHOWN AT THE RECENT CHEMICAL EXPOSITION BY PNEUMATIC SCALE CORPORATION

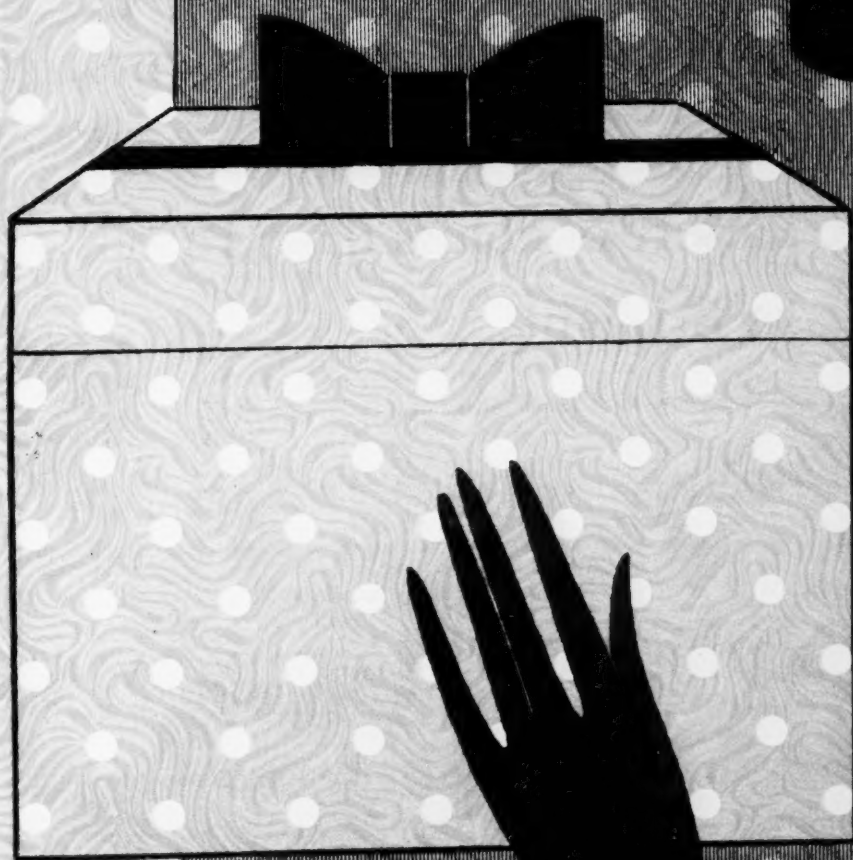
This usage had no particular adverse effect on metal caps. Bakelite, Durez and similar materials are brittle and easily broken. A handling condition which would be perfectly satisfactory for metal caps might cause a 10 per cent or more breakage of the more fragile plastic type.

The unusual interest aroused in the Pneumatic Scale Corporation exhibit was for the reason that the new capping machine was demonstrated the entire week using plastic type caps with practically no spoilage or breakage, even though the same caps were run through the machine time after time.

attendant being required. A further advantage is its mobility. When necessary it can be placed on a truck and easily moved from place to place and quickly hooked up with any other type of filling machine, a decided advantage when two or more different types of filling machines are in use.

The automatic capping machine exhibited with the new automatic cap feed embodies changes made necessary to meet this new problem of gentle handling, a new, lighter and more positively controlled capping head with adjustable friction being one of the outstanding new features. This feature assures an adjust-

STYLE



STYLE

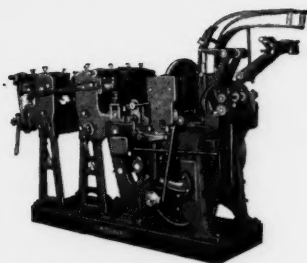
Anticipating the trend in style is as important in box coverings as it is in any other business.

Dejonge Box Papers will help you anticipate your customers' requirements. They are available in a wide variety of colors from Pastels to Brilliants.

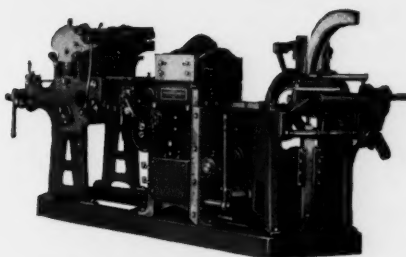


Louis Dejonge and Company

New York · Philadelphia · Chicago



Two-Color Automatic Paperboard Container Machine



One-Color Automatic Paperboard Container Machine

The Simple Wire Staple Has a Million Uses



Foot Power Stapler

And Saranac has devoted years to discovering them, inventing machines to exploit them and then improving these machines over and over again. Yet even years of study have not disclosed all the uses for wire staples in the package making field. New uses and applications are of almost daily occurrence.

In your plant you may have some operation which might be performed better if you used wire staples. But perhaps in the rush of business you overlooked some of the opportunities for saving which are to be found in the use of stapling machines.

It can be said without fear of contradiction that *the humble wire staple and the efficient stapling machine are the greatest savers of the materials used in manufacture of packages.* The continued trend toward less and lighter materials in the fabrication of packages is daily proving the value of the staple as a most important factor in the most up-to-date plants.

And it can be further said without fear of successful contradiction that Saranac engineers have created and developed the largest line of stapling machines in the world . . . more than four hundred distinct machines and more than a thousand uses.

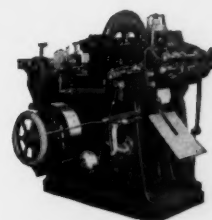
Perhaps some present SAR-A-NAC machine might solve one of your problems . . . or it may be that a small change in design . . . or an adaptation . . . will serve your purpose and make you money.

The accumulated experience of the years of Saranac research are yours . . .

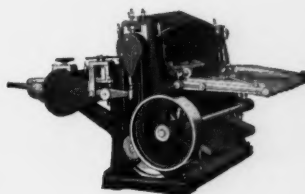
SARANAC MACHINE COMPANY

STAPLING and PACKAGE MAKING MACHINES
FOR WOODEN, VENEER, PLYWOOD, FIBRE and PAPERBOARD CONTAINERS
SPECIAL MACHINERY

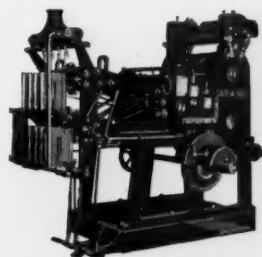
BENTON HARBOR, MICHIGAN, U. S. A.



Automatic Paperboard Container Machine



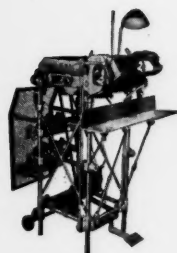
Automatic Feed Blanking Press



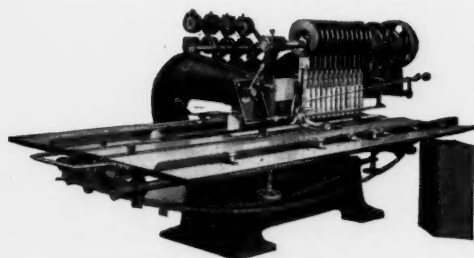
All-Rotary Press for Printing, Slitting, Cutting, Creasing and Stacking or Rewinding



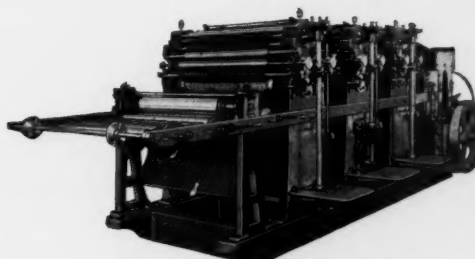
Fibre Container Stitcher



Paper Bag Sealer



Automatic Fibre Container Stapler



Automatic Three-Color Printing and Blanking Press

ment to a definite tension—a decidedly new and important accomplishment.

The exhibit of this series of filling, cap feeding and cap applying machines, overcoming as they do so many of the rough spots encountered in the automatic handling of glass and closures, is most interesting at this time. Perhaps for the first time filling and capping machinery is a step in advance of the glass and closure developments.

Oil Filling Machines for Sardine Cans

Four machines such as the one shown in the accompanying illustration are used by the William Underwood Company for filling oil into sardine cans at its various plants. This equipment is manufactured by the U. S. Bottlers Machine Company, 4015 N. Rockwell St., Chicago, Ill.

The machine is an accurate measure filler provided with automatic feed and discharge. It is also equipped with an electric heating unit which is governed by a thermostatic control. When operating, the oil is heated to approximately 185 deg. before it is fed to the machine. The machine itself brings this temperature up to approximately 300 deg. and keeps it constant at that temperature.

The cans are fed into the filler automatically by means of a conveyor belt from the point of packing the fish into the cans. When the cans go under the filling head, they receive an exact amount of the hot oil. After having passed through this operation, the machine allows ample time for the oil to settle in the can around the fish before feeding the package to the machine which crimps on the cover.

The quantity of oil fed into each can can be regulated without difficulty and the machine is capable of performing this filling operation without spilling oil.

Royal Ovals Announced by Owens-Illinois

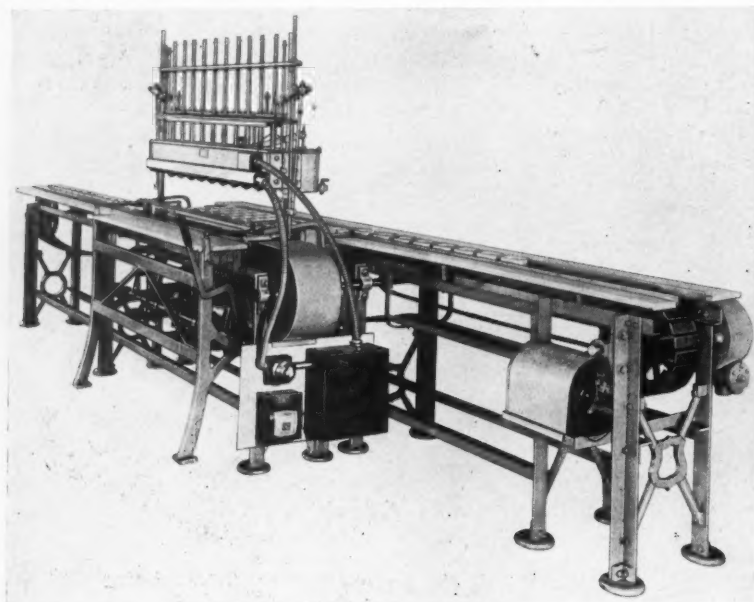
Making a radical departure from the two types of ovals that have been standard for a number of years in prescription bottles, the Owens-Illinois Glass Company, Toledo, O., announces a newly designed container which is said to meet every modern demand for distinctive design as well as utility. The new containers will be known as Royal ovals.

The refreshing modernism of these new prescription bottles in a full range of sizes from 1/2 oz. to 16 oz. brings to mind—by contrast—the old time hand-blown prescription ware of twenty years ago whose accuracy of content, quality of glass and uniformity of shape were all decidedly doubtful. In the old days prescription bottles were packed with no particular regard for hygiene. Today Owens-Illinois ovals are sterilized by electricity and reach the druggist in scientifically designed cartons carefully sealed against dust and dirt.

No detail has been overlooked in the design and construction of the Royal ovals. They are made of unusually hard, clear glass and are protected against breakage by an exclusive electric tempering process which also insures that they will reach the druggist's hands far cleaner than he could possibly wash them himself. The new oval has a patented molded cap that fits well on the shoulders. The cap is lined with black alkali paper, which resists all acids and even prevents leakage of oil. It is also noticeable that the cap conforms perfectly with the design of the bottle.

Plans for the Royal ovals have been under way for many months. A wide variety of new designs were created by the company's design department, submitted and studied from all angles. Beauty, simplicity of design, utility, sturdiness and adaptability to the variety of the druggist's needs were requisite.

Finally, molds and glass samples were made of the



ACCURATE MEASURE OIL-FILLING MACHINE PROVIDED WITH AUTOMATIC FEED AND DISCHARGE AND EQUIPPED WITH ELECTRIC HEATING UNIT FOR SARDINE CANS. MANUFACTURED BY THE U. S. BOTTLERS MACHINE COMPANY, CHICAGO

WARNERCRAFT

THE FINEST WORD IN PACKAGING



Packaged by WARNERCRAFT to Meet the Standards of a Distinguished Manufacturer

FOR forty-two years WARNERCRAFT packages have been used by outstanding manufacturers to carry their articles throughout the world.

WARNERCRAFT offers a complete line of boxes to answer every kind of packaging need. If a folding box answers the requirements better than a set-up box, it is recommended; or if a molded plastic box is the correct solution, WARNERCRAFT has it also. WARNERCRAFT is unique in this complete service.

Why not consult us in regard to your packaging needs? There is no obligation involved, and a WARNERCRAFT designed package generally points the way to greater sales and increased profits through more effective packaging.

FANCY SET UP
PAPER BOXES

FOLDING
BOXES

MOLDED BOXES
& CONTAINERS

ARTISTS &
DESIGNERS ALWAYS
AT YOUR SERVICE

THE WARNER BROTHERS CO.

BRIDGEPORT

CONN.

New York Office: 200 Madison Ave.

most effective designs, and eventually from this process of elimination the new Royal oval merged. The company now has a complete line of the new ware in stock in all sizes from 1/2 oz. to 16 oz., all being plain and ungraduated.

New Chuck Offers Substantial Savings to Converting Plants

The John Waldron Corporation of New Brunswick, N. J., who for over a century have been outstanding builders of paper converting machinery, announce the Oneida chuck, a new friction collar designed for use with rolls wound on paper cores or rolls without cores. It is stated that the use of this new chuck permits the purchase of paper cores in machine trim lengths for cutting to sizes as required, thus doing away with the necessity for stocking cores in all lengths and eliminat-



THE NEW ONEIDA CHUCK, WHICH ELIMINATES THE NECESSITY FOR STOCKING CORES IN ALL LENGTHS AFFORDING CONSIDERABLE SAVINGS IN WASTE

ing the costly "core account," freight, drayage and handling expense for the return of cores.

The item of waste affords one of the largest of the many savings provided. Rolls can now be run down to the last thickness of paper, thus eliminating skinning down for return of cores.

The Oneida chuck is built of steel and assists materially when used by mills or converters or unwinders or rewinders in inter-plant or converting work. It is simple to operate and reports from leading converting plants indicate that in many instances the chuck more than paid for itself on the first week's run. It can be furnished for any size shaft or core and supplied with regular set screws or with a patent clamp to the shaft.

New Special Filling Machine

The Karl Kiefer Machine Company of Cincinnati, Ohio, has recently announced as an important addition to its line of equipment for manufacturers of liquid and semi-liquid products the "Impacta" Visco filling machine. The Visco filling machine has long been recognized for its accuracy and clean fill,

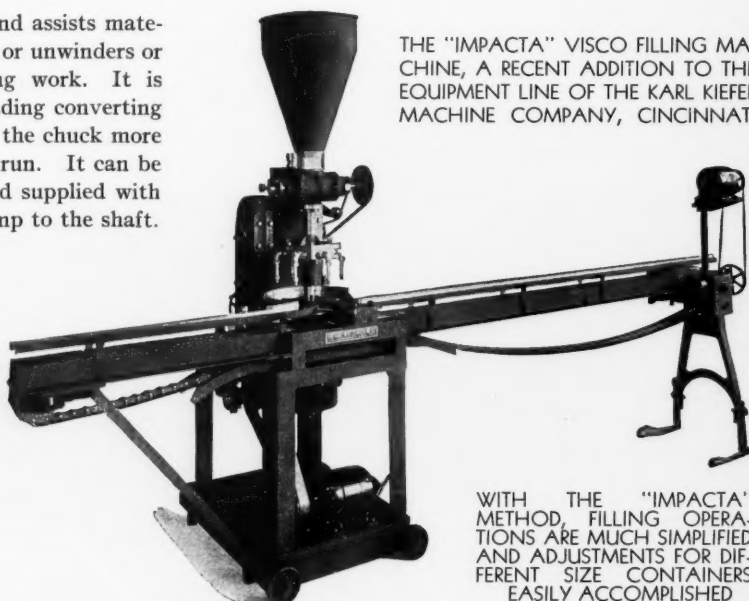
speed and versatility, as well as its dependability, convenience and durability.

In the new filling machine, it is said, all the efficiency and advantages of the old Visco are retained, but the machine has been made even simpler in construction and operation, and has many newly developed features. Filling is done by the Kiefer "Impacta" method (patented). By this method, it is claimed, the containers are filled with a solid pack of the product, free from air pockets, without the necessity of raising or lowering filling spouts or jars, thereby greatly simplifying the mechanism.

The equipment is peculiarly suited for the filling of mayonnaise, salad dressing, etc., and is also suitable for the handling of mustard, apple butter, lard, paint, salve, cold creams, etc.

The containers are fed automatically from a conveyor into the machine and discharged back on the same conveyor in a straight line. Only one operator is necessary to stack the jars on the feed conveyor. A speed of up to 120 jars a minute, depending upon the product and size container, can be secured. Adjustments for different sizes are simple, because of the few operating parts of the machine. By simply turning a small handwheel, the amount being filled can be regulated while the machine is in operation. There is little metal contact. The product goes direct from hopper to measuring pump to filling head and into containers. It is claimed that in actual time the amount of metal contact is only a few seconds.

The pump and filling head are furnished as desired, either in special acid-resisting bronze or Monel metal or iron. Safety devices are provided throughout to prevent damage to operating parts should for any reason a container jam in going through the machine.



THE "IMPACTA" VISCO FILLING MACHINE, A RECENT ADDITION TO THE EQUIPMENT LINE OF THE KARL KIEFER MACHINE COMPANY, CINCINNATI

WITH THE "IMPACTA" METHOD, FILLING OPERATIONS ARE MUCH SIMPLIFIED AND ADJUSTMENTS FOR DIFFERENT SIZE CONTAINERS EASILY ACCOMPLISHED

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PUBLISHED BY

BRESKIN & CHARLTON PUB. CORP., 11 PARK PLACE, N. Y.

JULY, 1931 81

New Dropper Outfit Claims Many Advantages

The Pennsylvania Glass Products Company of Pittsburgh, Pa., have placed on the market a new Perfection dropping outfit which is said to eliminate the expense of corking, the cost of corks, cork screws, etc., and to be the only leak-proof package of its kind. The principal advantages claimed by the company for this outfit are the following:

No part of the stopper goes inside of the bottle, thus eliminating imperfect fit and doing away with the stopper part affecting the contents or the contents affecting the stopper.

Users have noticed the un-uniformity of fit on the old style outfit; one stopper will stick way up with the glass, only going down about half way in the bottle, while another may be almost loose in the bottle and the

On ordinary dropping outfits the dropper glass has always been made purposely short. This has been done so that if the stopper happened to go far into the bottle the glass would not hit the bottom and result in breakage. However, if the stopper happened to stick up, the glass would be short and the user would experience difficulty in draining the contents even by tilting the bottle. The Perfection eliminates this as glasses are all of uniform length so that they will reach close to the bottom of the bottle without touching, thus making it easy to drain the contents.

The outfit is suitable for all liquid eye, ear and nasal preparations as the contents do not come in contact with the cap.

The outfits are equipped with many different colored



THE NEW PERFECTION DROPPING OUTFIT. NO PART OF THIS STOPPER GOES INSIDE THE BOTTLE; THE SCREW TOP ASSURES A TIGHT FIT

glass sometimes touches the bottom of the bottle, thus causing breakage. The reason for this is that manufacturers have always experienced difficulty in making the inside parts of the bottles, that is, the part where the stoppers fit absolutely uniform. The outside measurements have always been uniform but the variation in the thickness of the glass changes the inside measurements of the bottles, therefore, the advantage of the screw cap finish over the cork finish for dropping stopper bottles. A slight twist of the cap makes it leak-proof and it will not spill if tipped over. The dropper stays inside of the bottle at all times and makes an air-tight and sanitary package. As it is absolutely leak-proof, the package is suitable for mailing or transportation purposes. There is no inconvenience or expense for corks.

caps which enable manufacturers and users to easily distinguish preparations of different kinds from each other. Many druggists use one color of cap for an eye prescription and a different color for a nasal prescription.

Many preparations are not affected by light, in such cases the clear flint bottle is usually preferred. These outfits can be furnished with either flint or amber bottles.



J. D. Malcolmson of the Robert Gair Company has been appointed a member of the standing committee in charge of recommendations on folding and corrugated boxes under the Division of Simplified Practices of the Department of Commerce.

THE ANSWER TO YOUR BAG FILLING PROBLEM

THE UNIVERSAL "733"

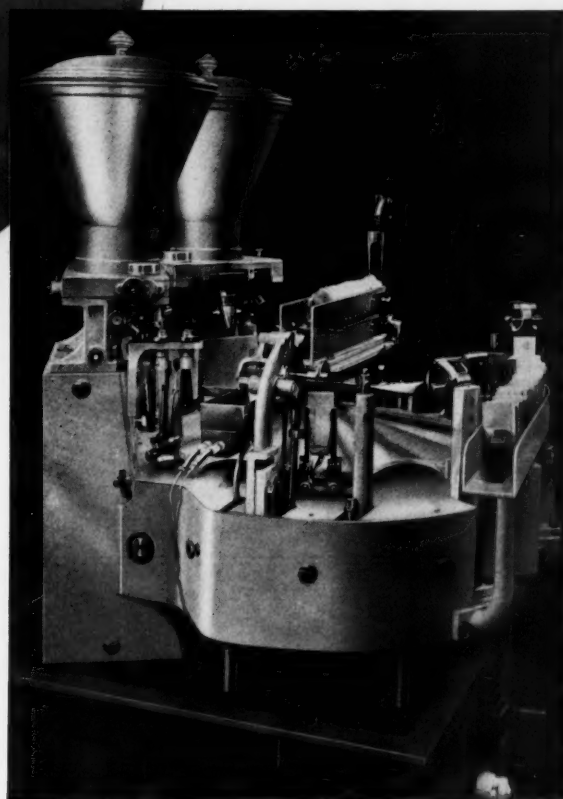
THE Universal Bag Filling Machine offers the solution to the bag filling problems of many manufacturers.

The Universal "733" is unexcelled for "before and after" processing, mixing, dosage or countless other products. It will handle any free-flowing material like talcum powder, granulated cheese, coffee, cocoa, etc., and counts and fills with nuts, bolts, screws, nails, etc. Only one operation is required and the production speed ranges from 50 to 60 packets per minute depending upon the material used.

The Universal also permits a unique arrangement in that it can be adjusted (with the addition of another hopper) to fill an envelope with two dissimilar materials in one running.

The operation is simple. The bags are placed in a guide box and one by one are automatically taken under the measuring device, opened, filled, glued and the flap turned, firmly pressed and tightly sealed.

We'll be glad to send further particulars.



CONSTRUCTION: All the shafts on ball bearings, and the most delicate mechanisms are fully enclosed so as to protect them from unnecessary wear caused by the dust, insuring a long life to the machine.

FLOOR SPACE: 34"x44"; height 66".

NET WEIGHT: 727 lbs.

GROSS WEIGHT: 1057 lbs.

POWER REQUIRED: ½ H.P.

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—see reverse side this insert.

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Many converters and packaging plants have secured improved quality and quantity of embossing with accompanying lower unit costs—sufficient to completely justify the replacement of existing equipment with modern Waldron Machines and Rolls, designed for particular processing requirements.

Write For This Helpful Book!

It illustrates and describes the many different types of Waldron Embossers and Waldron Long Life Rolls.



JOHN WALDRON CORPORATION

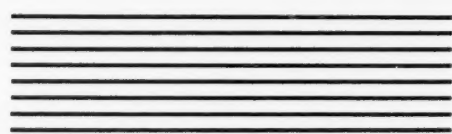
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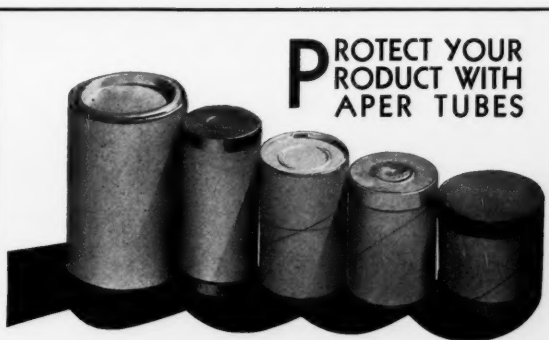
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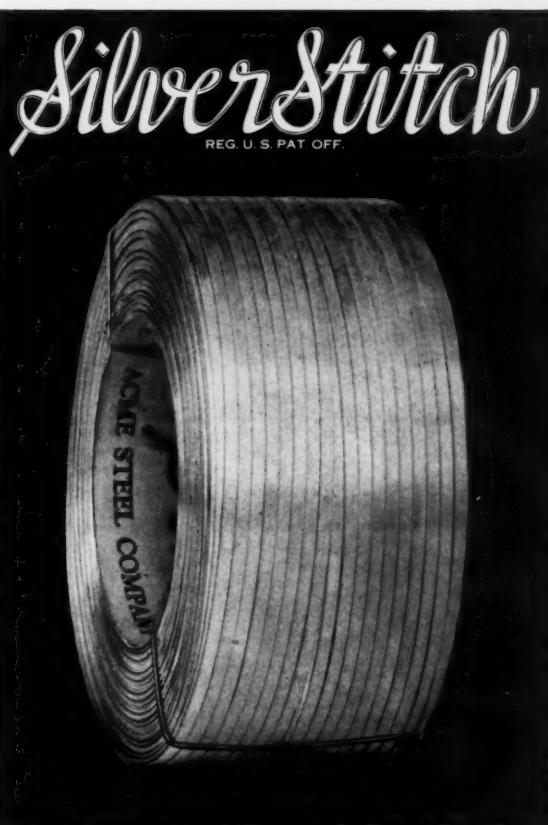
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